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FALL 1994-95

# Cal State

## SAN BERNARDINO

NEWS FOR ALUMNI AND FRIENDS OF THE UNIVERSITY

**RENATE CAINE:  
THE BRAIN,  
NATURE AND  
THE NEED TO  
KNOW**

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CALIFORNIA STATE UNIVERSITY  
SAN BERNARDINO





## CURIOSITY GRABS THE UNDERGRAD



**BY JULIUS KAPLAN,  
DEAN OF GRADUATE STUDIES, RESEARCH  
AND FACULTY DEVELOPMENT**

Yanira Armenta was curious about the relationship between the involvement of

parents in their child's education, and how that relates to the child's overall academic achievement. So she interviewed fourth- and fifth-graders from the Riverside and Palm Springs school districts last year as part of her senior honors project. Not only did this experience give her firsthand knowledge of the research process, but her data also benefitted the long-term investigation undertaken by psychology professor David Chavez. He's looking at how ethnically diverse populations achieve success in school and he's just beginning to conceptualize how parents influence their children's competence.

In the Geological Sciences Department, Kim Robeson pursued an independent study project examining how a large basin in east-central Nevada was formed. One research objective—to determine how long it took for the basin to fill with sediment—was done with isotopic dating of the minerals in the volcanic layers of the basin. He was part of a team, under the direction of Professor Joan Fryxell, that garnered partial funding by the U.S. Geological Survey for this work.

This close working relationship between students and professors characterizes the kind of teaching and learning experience that occurs at Cal State where, increasingly, the discovery-oriented approach to learning is permeating the undergraduate curriculum. Typically, the graduate student's pursuit of new knowledge and its application has been the distinction between education at the graduate and undergraduate levels. Gradually that distinction is blurring as educators realize just how beneficial the research process is to learning. It makes a subject come alive. Students observe how the

professor conceives the research plan and then take part of it for their own work, learning the appropriate techniques to achieve a successful result. They soon discover that they, too, can explore unknown territory and find new information. This makes education a continually exciting and satisfying process.

Once the work is done, students present their findings on and off campus. CSUSB organizes two research conferences each year, and many students have papers accepted at state and national professional meetings. In the Psychology Department, for example, 54 students and 15 faculty were involved in paper presentations at the 74th annual convention of the Western Psychological Association in Hilo, Hawaii last spring.

Much of this kind of work is funded by the Associated Students, Incorporated, the student government at CSUSB. Each year ASI distributes \$17,000 through a student-faculty committee for this activity. This past academic year, undergraduates from the departments of biology, chemistry, criminal justice, physics and psychology were funded.

Ideally, every student at Cal State should share in such experiences. Evidence shows that students have a greater interest in education and retention of knowledge when they're engaged actively in the learning process. Professors benefit from the students' assistance in advancing their special projects and they especially enjoy mentoring students in their academic field. Because of the increasing faculty-student cooperative efforts, Cal State, San Bernardino has a growing reputation as a quality teaching institution—one that provides this research service to the community, too. The university welcomes corporate and private research interests and support as a means of continually enriching the intellectual environment for the campus and community alike.

## Cal State SAN BERNARDINO

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# Cal State

## SAN BERNARDINO



### COVER:

For Renate Caine, the tree of knowledge is planted firmly in the relevant. Photo by Greg Schneider.

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Awarded to Business Program



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by San Bernardino County  
Central Credit Union



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with Sept. 26 Ceremony



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A Mind Free to Discover Knowledge is the Independent  
Thinker That Will Hold its Own in Tomorrow's World  
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# LEARNING *Naturally*



*A  
Mind  
Free*

**to Discover Knowledge is the  
Independent Thinker That Will Hold  
its Own in Tomorrow's World Community.**

**STORY BY CYNTHIA PRINGLE  
PUBLIC AFFAIRS DIRECTOR**

The simplicity of swinging on a bench beneath a pine tree in the mountain-top community of Idyllwild, where Renate Caine makes her home, belies the complexity of her work as a national pioneer in educational reform. Yet it's in this simplicity that her mind is clear and at its best—most open to ideas, reflections, inspirations. It is in this state of “relaxed alertness,” as she calls it, that people learn best.

The mind pays attention to what is relevant to the self, Renate says, which makes solving problems through moments of reflection, inspired by challenge, necessary for genuine learning. And learning is driven by our need to make sense of our world. It involves our entire physiology, she says. It is like eating. “My body breaks down the food and sends it to different places. Eventually this contributes to growth and change.” In a similar manner the human brain learns by linking information with memories and emotions, while recording the sensory input with which the information was collected and any physical reaction that occurred.

Knowing how the human mind works best, Renate has been chipping away at conventional forms of teacher training for some time. Now, at the end of almost two years of work, she has nearly five dozen examples of teachers, including those at Dry Creek Elementary School in Sacramento, who have replaced their “mental model” of teaching; slowly, gradually teachers willing to take risks, to infuse Renate’s “brain-based learning” into their teaching. We look at children as “blank slates” and consider ourselves as “deliverers” of knowledge, Renate has told them. Instead, dare to step back and share with your students the power of discovery, and allow them to explore a topic as far as their curiosity leads them, without being confined by the dictates of an artificial assignment.

“Aha! There’s not really just one right way for students to do an assignment,” said one teacher. The transformation has been as exhilarating for the facilitators, who include Renate’s colleagues Geoffrey Caine and Sam Crowell. Even the television crew from The Learning Channel, who videotaped Dry Creek for the network’s “Teacher to Teacher” program that will air in October, were inspired.

For Renate, the affirmation of her work and her beliefs have been a long time coming. Trained in perceptual psychology and education in Florida in the late 1970s, she has found a few like-minded Cal State colleagues who helped her establish the Center for Research in Integrative Learning and Teaching in 1988.

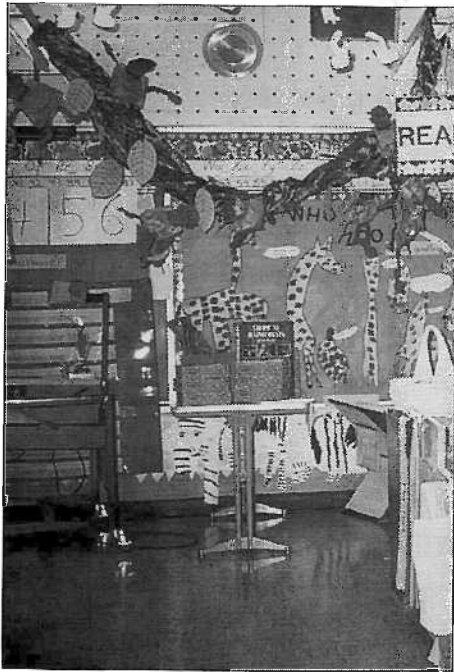
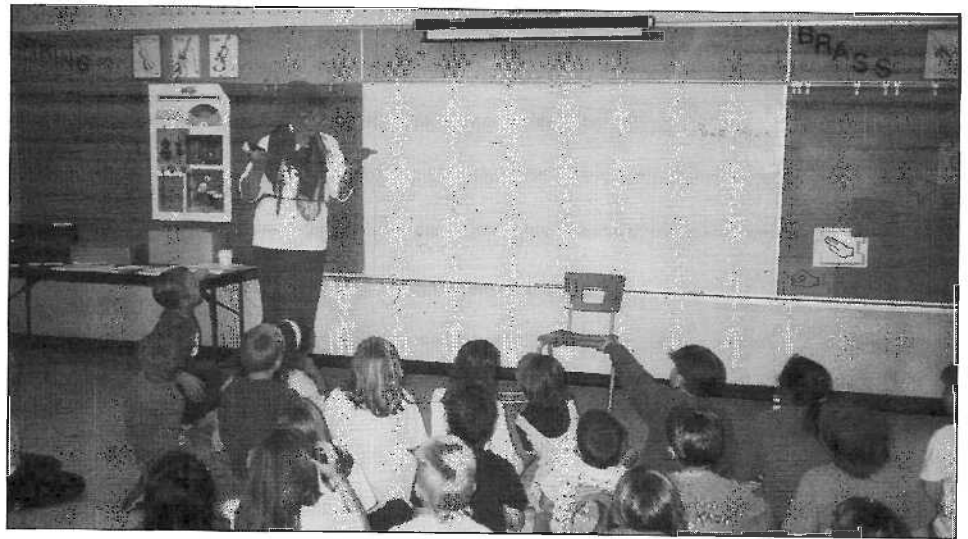


*Re-enacting the pioneer days of the Donners—the 1840s emigrant family that practiced cannibalism to survive a winter in the Sierras—students at Dry Creek Elementary School in Sacramento reflect upon the challenges of the people of the Old West.*





Renate Caine's philosophy on the nature of learning and teaching has elicited this kind of response from teachers: "I see the...brain does not easily learn things that are not logical and have no meaning. We must help students see the meaning of new information."



But it has been her persistence in the field of brain-based education that has paired her with other educational leaders like Howard Gardner of Harvard, with whom she shares the spotlight in a new Public Broadcasting System series, "Future Quest," airing this fall. Featured prominently in the show's "Wizards of Wisdom" episode on education, Renate piqued the interest of PBS producers through her book, "Making Connections: Teaching and the Human Brain," that she co-authored with Geoffrey. She was videotaped earlier this year at Parkview

Junior High School in Yucaipa, where she is leading reforms similar to those at Dry Creek.

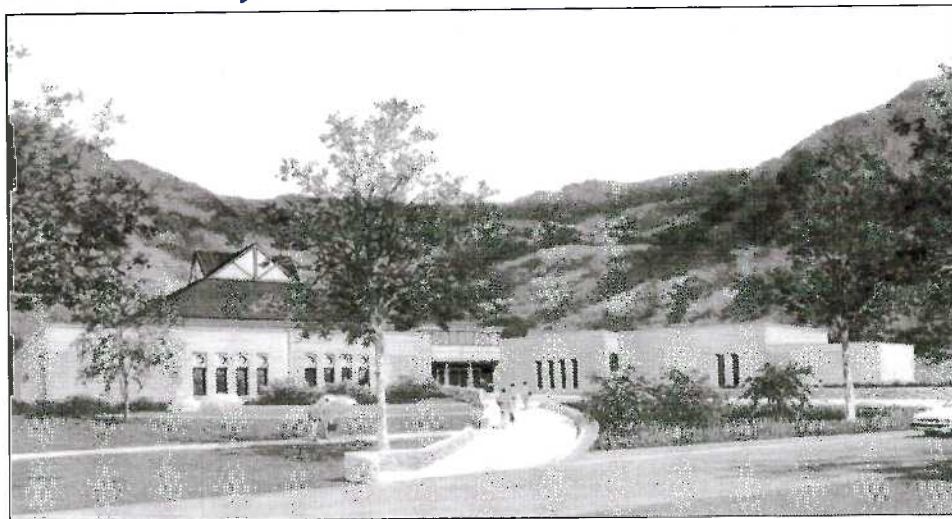
Her growing reputation also has led to several national consultancies, including service as an adviser to the Congressionally mandated Integrative Development Project, and to the Smithsonian and U.S. Department of Education special sponsored lectures. Now working with the education departments in the states of North Carolina, Minnesota and Wisconsin, she is writing another book, which focuses on school restructuring, while she is on sabbatical leave from the university this year.

Renate senses a synergy beginning to coalesce around the Caines' theory of learning and teaching, and she is eager to be able to report progress measured by standardized tests, which will be given at Dry Creek this year. She believes she is seeing the future of what education can be and that it might embrace the wisdom of the ancient proverb, "Do not limit your children to your own learning for they were born in another time."





## CONSTRUCTION UNDERWAY ON EXTENDED EDUCATION, CONFERENCE FACILITY



Barely days after the university had celebrated the construction start of its Visual Arts Center and the privately funded Robert V. Fullerton Art Museum, officials gathered June 16 for the groundbreaking of a \$2.5 million Extended Education building nearby.

Aided by a \$925,000 contribution from the Yasuda Institute of Education in Japan, the first phase of the Extended Education facility will sport one story with five classrooms, a multi-purpose room that can be divided into four smaller rooms, a language lab, two computer labs and a student lounge and patio area.



A June 16 ceremony launched the construction of the Extended Education building.

Designed as a conference facility, too, the building will be used to accommodate some 30,000 Extended Education students annually.

### LEADERSHIP CHANGES ANNOUNCED

New and returning affiliates of the campus will be greeted by several leadership changes that occurred within the last four months.

Now serving as the campus's chief academic officer is Dr. Louis Fernandez, former dean of the School of Natural Sciences. He succeeds Dr. Dennis Hefner as vice president for academic affairs. Dr. Klaus Brasch is replacing Fernandez at the helm of the science school.

Dr. Frank Rincon of U.C. Davis is stepping in as vice president for student services, a post held by Dr. Juan Gonzalez for four years. Gonzalez

accepted a similar position at the CSU San Luis Obispo campus.

Taking on new responsibilities as interim dean of the School of Social and Behavioral Sciences is Dr. Ellen Gruenbaum. She replaces Dr. Aubrey Bonnett, who departed during the summer for a vice presidency with the SUNY system.

Dr. Charles Martin is succeeding Dr. Lewis Jones as dean of undergraduate studies, which oversees undergraduate education, student retention, academic services, educational support and opportunity programs, the learning center and the Student Assistance in Learning (SAIL) program.

### NEW COMPUTER M.S. BOLSTERED BY SOPHISTICATED EQUIPMENT

A new master's degree in computer science is being added at Cal State, offering the first courses this fall with some of the finest in computer technology.

Five laboratories in Jack Brown Hall now house technology that has put Cal State at the "forefront" of computer science education, says Owen Murphy (Computer Science). One lab alone hosts 30 Silicon Graphics Indigo workstations.

"You won't find a university in the world" with that many Indigo stations, he says.

Other top-of-the-line equipment will support teaching and research in the areas of software engineering, computer architecture, artificial intelligence, database and knowledge-based systems, distributed and parallel systems and, of course, computer graphics.

### CLINTON-SPEAK ON CD-ROM

A high-tech collection of statements from President Bill Clinton is available on CD-ROM through the Cal State library.

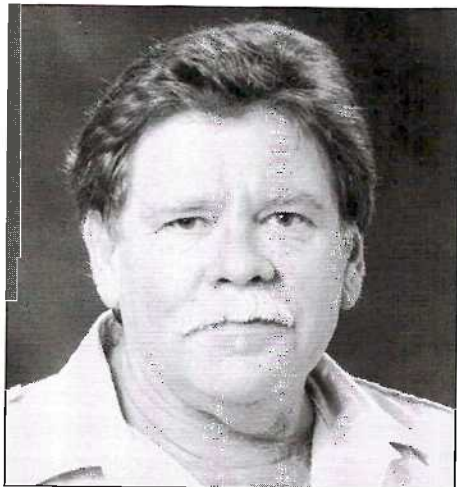
The IBM-PC format software includes Clinton statements from his 1991-92 presidential campaign, press releases, a full complement of White House electronic releases through 1993, and statements on health care reform by Hillary Rodham Clinton. About 2,000 documents can be searched in seconds by simply keying in a particular word or phrase.

Compiled by Frank Slaton of the university's Computer Center, the software also is available at a cost of less than \$10. More information is available at (909) 880-5062. ☺

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## SCHOOL OF BUSINESS AND PUBLIC ADMINISTRATION



David Bellis collaborates on policing study

Colleagues **David Bellis** and **Brian Watts** (Public Administration) have collaborated on an attitude survey of residents, school teachers and elementary school students on San Bernardino's west side in preparation for a community-oriented problem-solving (COPS) program. They also published "Knocking Down Walls in Highland: Attitudes Have Changed After Two Years of Community-Oriented Problem-Solving" in the journal, *Western City*.

**Shel Bockman** (Management) and **Barbara Sirotnik** (Information and Decision Sciences) assisted Teacher's Friend Publication, Inc., with the selection of software as part of the work they perform for the university's Institute of Applied Research and Policy Analysis.

**Mike Boroom** (Marketing) successfully defended his dissertation, "Involved Listening as a Salesperson Skill Variable and its Impact Upon Adaptive Selling and Sales Performance," at the University of South Florida this past summer.

**Sue Greenfeld** (Management) reviewed the book, *Workers at Risk: The Failed Promise of the Occupational Safety and Health Administration*, for the journal, *Business & The Contemporary World*.

A grant from the U.S. Small Business Administration is helping **Joseph Lovell** (Management) establish a Small Business Institute Program at the university.

CSUSB alumnus Professor **Lance Masters '77** (Marketing) has accepted the position as chair of the Marketing Department at CSU, Hayward for the upcoming academic year.

Colleagues **Victoria Seitz** and **Vic Johar** (Marketing) collaborated on several projects, including the presentation of papers, "Positioning Self Image Projective Products in the New Europe: Strategic Issues for Marketing Manager" and "Shadow Days as a Method to Evaluate Students' Planned Career Paths," at separate conferences.



Victoria Seitz co-presents papers

## ACCREDITATION SETS SCHOOL APART

The April 11 news swept Jack Brown Hall like a trading frenzy on Wall Street: The School of Business and Public Administration received national accreditation for both its undergraduate and graduate level programs from the American Assembly of Collegiate Schools of Business. That means Cal State is the only Inland Empire university with this credential. AACSB accreditation will make the school more attractive to expert faculty, employment recruiters and future students. Nearly 3,000 students currently are declared business majors at Cal State.



## SCHOOL OF EDUCATION

**Patricia Tefft Cousin** (Advanced Studies) published "Critical Perspective on Diversity" in *Educational Forum*. She also wrote the chapter, "Creating Stories About Science Through Art, Literature and Drama," in *The Astonishing Curriculum: Integrating Science and Humanities Through Language*.

**Joanne Eichinger** (Advanced Studies) was invited to serve as a consulting editor for *Mental Retardation*, a national journal of policies, practices and perspectives in the field. She is spending this upcoming academic year teaching at the SUNY campus in Oswego.

**Patricia Kelly** and **Adria Klein** (Elementary/Bilingual) co-presented with other scholars the workshop, "Classroom Learning from Reading Recovery," at a conference of the California Reading Association. They also collaborated on the paper, "High-Risk Emergent Reader's Use of Cueing Systems," presented at the National Reading Conference.

"Beyond Computers Into Virtual Reality" is the subject of a paper that **Kathryn Reilly** (Advanced Studies) presented at the California Career Conference. She also presented a paper on "The Role of the Counselor in School Restructuring" to a regional conference of counselors.

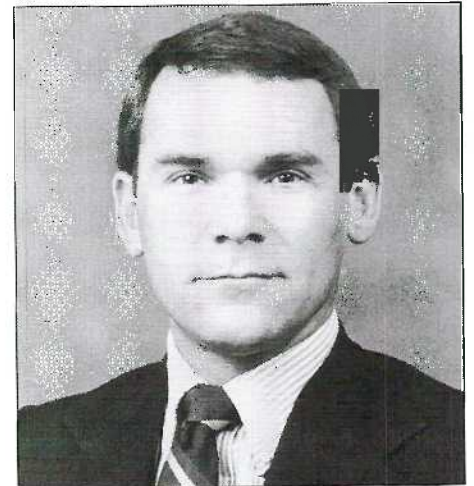
**David Stine's** (Advanced Studies) most recent publication is the book, *Fueling the Flame: Educational Renewal Through Transformational Leadership*.

*Literacy Teaching and Learning: An International Journal of Early Literacy* is a new book by **Stan Swartz** (Advanced Studies). He also produced the text, *Daniel's Basketball Team*, which has been printed in Spanish, too.

Colleagues **Dwight Sweeney** and **Arthur Townley** (Advanced Studies) collaborated with another scholar on a paper, "HIV, AIDS, EBD, and YOU: What Teachers of Students with Emotional or Behavioral Disorders Need to Know About AIDS," which was presented to a conference in April. They also co-authored with another scholar the article, "School Board Elections: A Study of Citizen Voting Patterns," which appeared in *Urban Education*. Separately, Sweeney presented the paper, "Strategies for Developing Financial Decisions at the School Site Level," at a state conference.



Adria Klein continues reading research



Stan Swartz has two new books out



## SPECIAL ED TEACHER EARNS CAMPUS HONORS

As a working student, **Eileene Payne**, Cal State's Outstanding Graduate Student for 1994, has been able to apply some of her knowledge directly to her work with disabled children at Rainbow Springs School in Moreno Valley.

For example, she designed an "inclusive" program for a three-year-old girl with Down Syndrome that has permitted the girl to be educated with her non-disabled peers in a community pre-school. Payne has presented the results of this project to a state conference and is preparing a report for publication. Now armed with her graduate degree, she intends to continue her work in Moreno Valley; the work includes developing a Sunday School program for disabled children at her church.





## SCHOOL OF HUMANITIES



Peter Holliday meets the First Lady



### TOP STUDENT IS DUAL MAJOR

English and business administration major **Kerry Branch** joined the university in 1989 as one of the campus's first Honors Program students. She set a whirlwind pace since then, becoming involved in campus and community service that spanned a variety of interests—from homelessness and peer advising to general education and editorial work. Now searching for employment, eventually she plans a career in law, political science or teaching at the university level. She is the outstanding undergraduate for 1994.

**James Brown** (English) is the author of a new book, *The Second Story Theatre and Two Encores*.

The *Games of Poetics: Ludic Criticism of Post-Modern Fiction* is a new text by **Ruth Burke** (Foreign Languages).

**Luis Gonzalez** (Music) was notified that KVCR-FM is airing selections from the CD recording by CSUSB's symphonic band and that station personnel have found it to be "excellent...both artistically and technically."

**Peter Holliday** (Art) is one of 20 scholars honored with the prestigious Rome Prize, which entitles him to pursue research in art history at the American Academy in Rome. The fellowships are supported by the national endowments for the humanities and the arts.

The first half of 1994 has seen two books published by **Fred Jandt** (Communication Studies) with two more on the way. They are: *Straight Answers to People Problems* and a new German translation of his popular book, *Win-Win Negotiating*. Soon to be published are *Effective Interviewing for Paralegals* and *Contrary to What You've Been Told...The Customer is Usually Wrong!*

Some of the more recent work of **Kevin Lamude** (Communication Studies) includes the "Relationship of Student Affect Learning to Type-A Teachers Scores," an article that appeared in *Psychological Reports*.

"Code-Switching in the Public Forum" is the subject of work done by **Dominique Louisor-White** (Foreign Languages) and **Dolores Tanno** (Communication Studies) in a paper presented at a conference on Hispanic language and social identity.

**Tom Moody** (Philosophy) is the author of the book, *Key Concepts in Critical Theory: Alienation and Social Criticism*.

A National Endowment for the Humanities study grant was awarded to **Philip Page** (English) for his project on *Contemporary African-American Fiction: Theory and Practice*.

**Ted Ruml** (English) is one of 40 national scholars commencing a two-year term as an adjunct fellow for the Heritage Foundation's Salvatori Center for Academic Leadership in Washington, D.C., where the foundations of America's political and cultural traditions will be explored.

The Director of the California State University Summer Arts Program, **Patrick Watkins**, is the new chair of the Theatre Arts Department at Cal State. With 23 years of experience in professional theatre both abroad and in the U.S., he will enhance the caliber of Cal State's award-winning drama program.

## SCHOOL OF NATURAL SCIENCES

**Nicole Bournias-Vardiabasis** (Biology) is a grant reviewer for the study section of the National Institute of Environmental Health Sciences, which is a branch of the National Institutes of Health. She also recently published the article, "An Alternative In-Vitro Method to Detect Teratogens Utilizing *Drosophila Melanogaster* Embryos," in *Human Innovations and Alternatives*. Earlier she presented her paper, "The Effects of Electromagnetic Fields on Embryonic Development," to the 1st International Congress on Alternatives to Animal Testing.

**Klaus Brasch** (Biology) co-authored with several scholars the paper, "Coiled Body Induction in Estrogen-Stimulated Rooster Hepatocytes," which was presented at a meeting of the American Society for Cell Biology. He will serve as the acting dean of the science school this year.

**Arturo Concepcion** (Computer Science) presented his paper, "Specification and Analysis of Distributed Systems," at an international conference.

**Richard Eberst** (Health Science) presented the paper, "Setting the Agenda for Health Education: Specific Goals to Accomplish by the Year 2000," at a conference of the American Alliance for Health, Physical Education, Recreation and Dance.

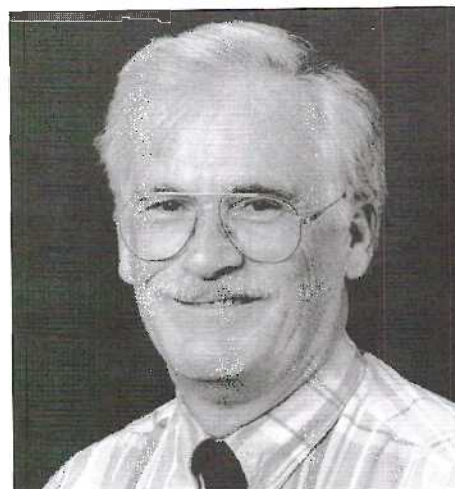
"Practical Suggestions for Assessing Physical Fitness in Elementary and Middle School Students" was presented by **Jennie Gilbert** (Physical Education) at a regional conference.

**Karen Kolehmainen** (Physics) presented her work on "A Model of IQ Scores in Fragile X Mosaic Males" and "Population Genetics of the Fragile X Syndrome: A Multiple Allel Model with Variable Risk of CGG Repeat Expansion" at an international workshop on the Fragile X and X-Linked Mental Retardation.

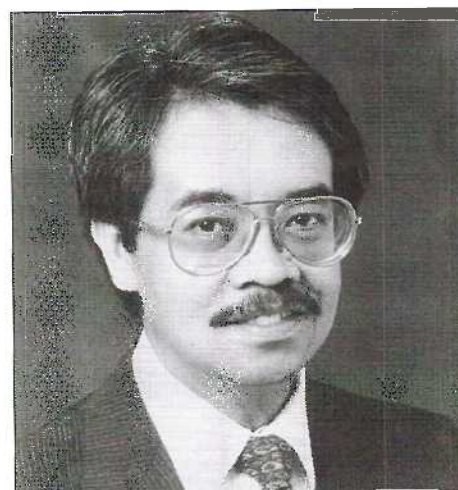
**Sally McGill** (Geological Sciences) published her "Near-Field Investigations of the Landers Earthquake Sequence April to July 1992" in *Science*.

"What Research Tells Us About Integrating Children with Disabilities Into Regular Physical Education" is the subject of a paper presented by **Terry Rizzo** (Physical Education) at the annual conference of the Association for Persons with Severe Handicaps.

**Stuart Sumida** (Biology) is credited in the book, *The Art of The Lion King*, for his work consulting Disney animators about animal movement for the hit film. He's already serving in the same capacity for Disney's next movie, "Pocahontas." Over the summer he continued his work excavating fossilized animal bones with scientists in Germany for comparison with bones found in the southwestern U.S. His two-year study is funded by National Geographic.



Klaus Brasch co-authors paper



Arturo Concepcion presents at international event



Richard Eberst projects health education goals



## SCHOOL OF SOCIAL SCIENCES



Robert Blackey pens an article on reviews

An article by **Robert Blackey** (History), "Words to the Whys: Crafting Critical Book Reviews," appeared in *The History Teacher*.

After seven years of service at CSUSB, **Dean Aubrey Bonnett** resigned to become the vice president for academic affairs at SUNY, Old Westbury. He is succeeded by **Ellen Gruenbaum** (Anthropology), who will serve as acting head of the school this year.

**Elizabeth Klonoff** (Psychology), director of the university Behavioral Health Institute, continues to add to the research on tobacco with her presentations on "Preventing Cigarette Sales to Minors: A Two-Factor Model" and "Cultural Diversity in the Predictors of Adolescent Cigarette Smoking" at the annual Western Psychological Association conference. While there, she also provided results on "Cultural Diversity in the Belief that Prayer Can Cure Disease," "Traditional African-American Family Practices: Prevalence, Correlates and Interrelationships" and "The African-American Acculturation Scale: Development, Reliability and Validity."



Jean Peacock reports on two lines of inquiry

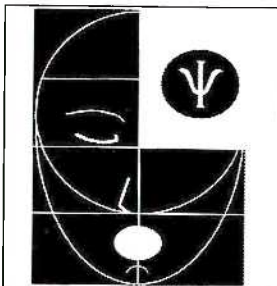
American Constitutional Law: An Introduction to Constitutional Structures and Power is the first volume of a work that **Al Mariam** (Political Science) plans to continue.

"Tolerance for Ambiguity, Humanism and Moral Development Among Medical Students" is the subject of research that **Kelly Morton** and **Joanna Worthley** (Psychology) presented at the Western Psychological Association meeting.

A "Status Report on the Development of the Black Family Q-Sort" and "Racial Socialization and Ethnic Identity as a Predictor of Self-Esteem" are two areas of research that **Jean Peacock** (Psychology) reported on at the Western Psychological Association meeting.

**Peter Robertshaw** (Anthropology) is on the advisory boards for *The Archaeology of Africa: An Encyclopedia* and *The Encyclopedia of the History of Archaeology*, both of which will be published in the next two years.

**David Shichor** (Criminal Justice) published "The Corporate Context of Private Prisons" in *Crime, Law and Social Change*.



## PSYCHOLOGY DEPARTMENT RESEARCH SETS PACE

With 54 students and 15 faculty involved in the presentation of scholarly papers at the Western Psychological Association meeting in early April, **Chuck Hoffman** (Psychology), department chair, surmises that no other California campus had greater representation than CSUSB. "The incredible level of involvement evidenced by these professional activities represents the extraordinary value of the research enterprise for our students," Hoffman comments. Two CSUSB students were among eight conference participants to receive \$400 awards for their studies.

## COACHELLA VALLEY CAMPUS

## ADVISORY BOARD EXPANDS

Three prominent Low Desert executives are the newest members of the campus's advisory board formed three years ago to provide guidance for the growth and development of California State University's presence in the Coachella Valley.

They are: **Dave Rolston**, general manager of Marriott's Desert Springs Resort and Spa; **Patricia Laflin**, co-partner and owner of Oasis Date Gardens in Thermal; and **Ronald Meraz**, financial consultant for the private client group of Merrill Lynch in Palm Springs.

## '94 GRADS GRACE VALLEY

The Coachella Valley campus has 250 new alumni following Commencement ceremonies held at the McCallum Theatre for the Performing Arts in Palm Desert on June 19.

One of the featured speakers at the event, **Debbie Johnson**, won't be leaving the campus with just a bachelor's degree. She's returning this fall to work on her master's degree.

The campus could use more like her, says Peter Wilson (Dean). Not only did she earn the distinction of membership in Phi Kappa Phi, a national honor society, but she also chaired the campus's boards for Student Union Programs and the Associated Students' Programs.

She also exercised initiative on behalf of her fellow students, Wilson notes.

"For the first time last winter, Debbie also was able to coordinate free tutoring services from the Cal State main campus for students in Palm Desert using the instructional television system," he says.

Johnson also earned departmental honors that were acknowledged at the graduation ceremony. She holds a degree in business administration with a concentration in small business.

## ROGERS SCHOLARSHIP BENEFITS EIGHT

A scholarship program established last year by the Mary Stuart Rogers Foundation to benefit students at CVC has announced its first recipients.

They are: **Carol Adkison** of Cathedral City who is majoring in psychology, **Chin-Yu Barnes** of Palm Desert who is pursuing business administration with an accounting concentration, **Thomas Brennan** of Blythe who is seeking a master's degree in counseling and guidance and **Velma Coombs** of Palm Springs who is a liberal studies major.

Also benefitting from the \$3,000 award that covers the cost of fees, books and supplies are Palm Desert residents **Nancy Ann Hoffman**, majoring in liberal studies, and **Stacie Knox**, studying business administration with a concentration in accounting; **Deanne McCollom** of Yucca Valley who is working toward a psychology degree and **Ellen Okada** of Blythe who is studying for a master's degree in counseling and guidance.

The fund, established by the late James Rogers of Rancho Mirage, aims to support students who have compiled outstanding academic records, demonstrated leadership qualities and have shown a desire to serve their fellow students and citizens, notes Peter Wilson, CVC dean.




**COOKING UP A DEAL**—It took three presidents and one dean, plus a lot of cooperative people in between, to cook up the agreement for a restaurant management program that will be offered to Low Desert students beginning this fall. Announcing the arrangement are (from the left) Dr. David George, president of the College of the Desert; Dr. Robert Suzuki, president of Cal Poly, Pomona; Dr. Anthony Evans, president of Cal State, San Bernardino; and Dr. Peter Wilson, dean of the Coachella Valley Campus.

## NEW M.A. IN EDUCATIONAL TECHNOLOGY LAUNCHED

Beginning this fall, Cal State's master's degree program in instructional technology will be offered in the Coachella Valley through a partnership involving CSUSB's School of Education, Cal State's Coachella Valley Campus, the Desert Sands Unified School District and the College of the Desert. The degree is designed to meet the needs of technology professionals in schools and other education-related settings.

The cooperative effort will combine computer laboratories and multimedia resources from each institution to meet the instructional needs of the program, says Peter Wilson, CVC dean.

Sixty-four interested teachers in the Desert Sands district attended the initial meeting, Wilson reports. "This is an excellent example of the synergy resulting from the existence of CVC in the valley. Working cooperatively through Cal State, San Bernardino and with local public agencies, we can bring a much-needed, cutting-edge advanced degree to the Coachella Valley." 





# A COACH FOR ALL REASONS

BY SAM ROMERO, PUBLIC AFFAIRS ASSISTANT

No one who coaches for years on end loses much.

Basically, it's a numbers thing. If you lose a lot, you don't coach or you stick to coaching for inconspicuous, after-school elementary recreation programs. Simple.

Denny Aye has been coaching for 20 years.

Of course, it probably helped that he coached for 10 years before becoming a coach. Not "coached" in the "Hey, coach!" coaching sense of the word, but more in the sense that the wheels in Denny Aye's head have been turning ever since eighth grade when this Iowa boy raced up and down a basketball court thinking about team strategy, thinking about how he could improve his game, thinking about excellence.

"I've always wanted to be a coach," says Aye, who was handed the reins to CSUSB's men's basketball team in April, making this fall season his twentieth year as a "real" coach at the college level. He's looking forward, he adds, to sturdy support from the university. "You can't win the way sports fans want you to win without that kind of support."

Picking up some all-conference, all-American players along the way is pretty important to a nice, long coaching career, too. And for the last nine years Denny Aye had plenty of good players squeaking around the Oak Pavilion floor at Columbia College, where he led his Claim Jumpers to six Northern California Regional championships, one state championship and a won-lost record of 247-65. Not bad.

But Aye doesn't coach just

because he gets a kick out of bossing around tall people. There are good players, he says, and then there are good players you can teach.

"Players who play here will want to be coached," Aye says matter-of-factly. "You'll never win conference championships with just great players who don't want to be coached."

It comes down to "attitude," explains Aye. "There are a lot of very, very talented athletes who, for some reason, have a little bit of an attitude," players, says Aye, who were pampered early on, maybe in elementary school or junior high, because they were so good and their coaches began making exceptions for the exceptional.

Turning players into undisciplined slackers by requiring less from them isn't quite Aye's idea of good coaching. While he doesn't believe in brow-beating a player for being a little late to a practice once in a while, the firm hand of responsibility is as fundamental to his game as the teaching of any skill.

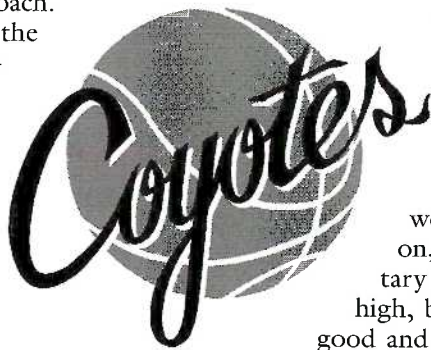
The combination of teaching responsibility and basketball skills is what makes coaching fun for him and a positive experience, he believes, for his players.

"I feel," says Aye, "that you should make players feel good about themselves."

At Columbia College, for years, there was little more enjoyable for Aye than to take a player—at any point in the year—and teach him.

Nothing a good old NCAA eligibility rule can't take care of, though.

The rules in Division II basketball make the slightest bit of coaching



## COYOTE SPORTS POISED FOR NEW ERA

BY DAVID SUENRAM, ATHLETICS DIRECTOR

Bolstered by a new level of funding generated from a student-approved fee referendum last spring, the Coyote sports program will be charged up to meet the competition head on this year. Reinforced by the "vote of confidence" expressed by the students, plus the exhilaration generated by the expanded sports facilities, our student-athletes and coaches appreciate this new era of opportunity in Coyote athletics.

When Cal State students approved an \$18 per quarter increase in the Instructionally Related Program (IRP) fee, they agreed that 66 percent of the funding would go to intercollegiate athletics, beginning this fall, with the remainder being dedicated to recreational sports and events management. The fee increase will generate approximately \$400,000 for athletics.

For intercollegiate athletics the effect will be considerable. It will permit the creation of full-time coaching positions for baseball and volleyball, along with improved operating budgets for all sports. This new advantage will move Cal State, San Bernardino into a more competitive position relative to other schools in the California Collegiate Athletic Association (CCAA).

The additional funding also will make possible a new staff position to assist with the fundraising needed for athletic scholarships.

Much of the credit for this visionary expansion of intercollegiate athletics goes to a group of students who have been dedicated to improving Coyote sports as well as recreational sports and student life in general. Many of them became "Friends of the 'Yotes" in the process; we in intercollegiate athletics appreciate their leadership.

CONTINUED ON PAGE 35



## Pioneering Executives Initiate Coyote Founders Group

You'll know them from their portraits displayed on the "Founders Wall of Fame." You can't miss them in the lobby, just outside Coussoulis Arena. Bruce Varner, University Advisory



Bruce Varner

Board member and himself a one-time college athlete. Judy and Glenn Rymer, longtime supporters and, quite possibly, the first Coyote fans. Nick Coussoulis, Cal State alumnus and

ongoing benefactor. Ann and Jerry Atkinson of Center Chevrolet, corporate sponsors for the Coyotes. And there will be others. They'll be there to welcome you, your kids and your kids' kids to the Coyote Sports Complex.

These are the pioneers of Cal State's sports and recreation complex in the making. They're the university's first sports legends. Cal State champions. Coyote MVP's. Men and women in a league all their own.



Judy Rymer



Glenn Rymer

What sets them apart? It's their vision and lead support of the Coyote Sports Complex Campaign, a \$3 million challenge to complete the university's athletic and recreation facilities. With gifts of \$15,000 and upwards, these Founders are making Cal State's "field of dreams" a reality. And they're creating a legacy: A first-rate sports, health and recreation facility.

CONTINUED ON PAGE 35

## COYOTE FALL CALENDAR

### SEPTEMBER

- 3 Men's Soccer**  
Sonoma State, 1 p.m.
- 13 Volleyball**  
Point Loma University,  
7:30 p.m.
- 17 Men's Soccer**  
U.C., Davis, 1 p.m.
- 21 Volleyball**  
Cal Baptist, 7:30 p.m.
- 24 Volleyball**  
Chico State, 5 p.m.
- 27 Volleyball**  
Cal State, Bakersfield, 7:30 p.m.
- 29 Women's Soccer**  
Metro State, Colorado, 1 p.m.

### OCTOBER

- 1 Men's Soccer**  
Grand Canyon University,  
1 p.m.
- Volleyball**  
Christian Heritage College,  
7:30 p.m.
- 5 Women's Soccer**  
Cal State, Dominguez Hills,  
1 p.m.
- Men's Soccer**  
Cal State, Dominguez Hills,  
3 p.m.
- 7 Volleyball**  
Cal Poly, Pomona, 7:30 p.m.
- 8 Volleyball**  
U.C., San Diego, 7:30 p.m.
- 12 Men's Soccer**  
Cal State, Bakersfield, 3 p.m.
- 14 Volleyball**  
Cal State, Los Angeles, 7:30 p.m.
- 15 Men's Soccer**  
Cal State, Los Angeles, 1 p.m.
- 17 Men's Soccer**  
Chapman, 3 p.m.
- 18 Women's Soccer**  
Cal Poly, Pomona, 2 p.m.
- 21 Women's Soccer**  
Regis College, 1 p.m.
- 23 Women's Soccer**  
Northern Colorado College,  
Noon

### 26 Men's Soccer

Cal Poly, Pomona, 3 p.m.

### 28 Volleyball

U.C., Riverside, 7:30 p.m.

### NOVEMBER

- 4 Volleyball**  
Cal State, Dominguez Hills,  
7:30 p.m.
- 10 Volleyball**  
Grand Canyon University,  
7:30 p.m.
- 18-19 Women's Basketball**  
CSUSB Tournament, 6 & 8 p.m.
- 23 Women's Basketball**  
Cal Baptist, 5:45 p.m.
- Men's Basketball**  
Cal State, Stanislaus, 8:05 p.m.

### DECEMBER

- 3 Women's Basketball**  
Portland State, 7:30 p.m.
- 10 Men's Basketball**  
Pacific Christian College,  
7:30 p.m.
- 14 Women's Basketball**  
Cal State, Hayward, 7:30 p.m.
- 19 Women's Basketball**  
U.C., Davis, 5:45 p.m.
- Men's Basketball**  
Northern Michigan, 8:05 p.m.
- 21 Women's Basketball**  
Southern Utah State, 7:30 p.m.
- 28 Women's Basketball**  
Adams State College, 7:30 p.m.
- 29-30 Men's Basketball**  
Coyote Classic, 6 & 8 p.m.
- 30 Women's Basketball**  
Sonoma State, 3 p.m.

All athletic contests listed are home games (unless noted otherwise). For more information, call the



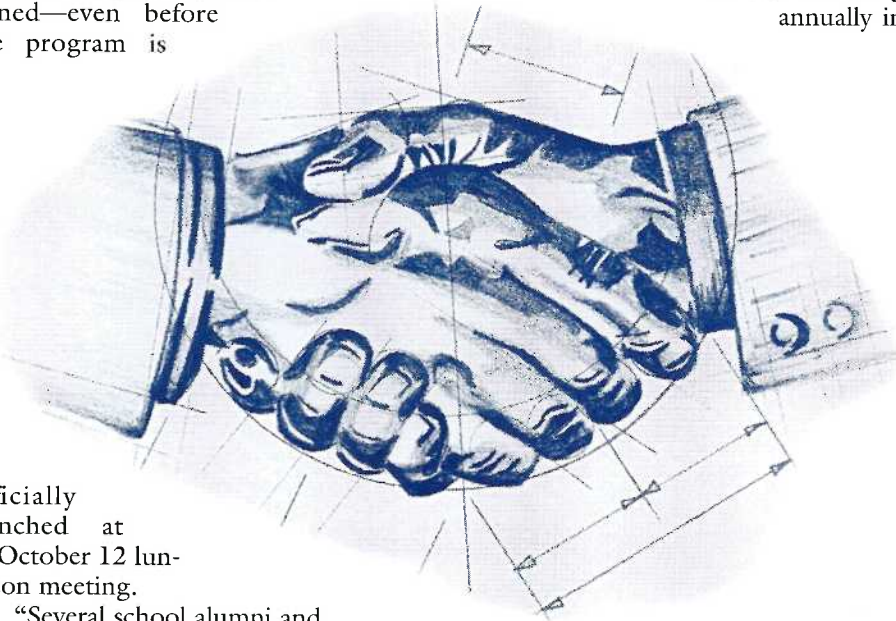




# BUSINESS PARTNERS EMERGING

The new corporate support group for the School of Business and Public Administration, Business Partners, has quickly become one of the university's premiere programs. To date, 46 early-bird charter members have joined—even before the program is

Joanna Bruno, vice president for Foothill Independent Bank and a member of the school's Board of Councillors. "Eventually, we should have at least 300 Inland Empire businesses investing annually in



officially launched at an October 12 luncheon meeting.

"Several school alumni and friends read about the plans for Business Partners in the last issue of Cal State magazine and requested membership information," explains Eldon Lewis, dean of the school. "The interest has been quite high, which demonstrates a commitment on behalf of our alumni and business community to support academic excellence and invest in our business students."

Business Partners' annual membership of \$500 will be used to support scholarships, faculty research and development and other special projects within the school that will not be funded by the state. Lewis says the "\$500 goes a long way in helping us. It will provide a partial scholarship for a student and help fund assistance with faculty research. Eventually, we plan to use some of the proceeds of this program to establish a permanent endowment fund to support a Business Partners Scholars program, awarding scholarships to academically gifted students."

"Our goal is to have a minimum of 100 Charter members by December 31, 1994," adds membership chair,

the school's program through Business Partners. "It is prudent to invest in the students now because we will be hiring them later," she concludes.

"The Business Partners program is a wonderful opportunity to blend the

The six newest Business Partners corporate members are:

Brunick, Alvarez & Battersby  
Kaiser Permanente Medical Center  
Kaiser Resources, Inc.  
Radisson Hotel and Convention Center  
San Bernardino County Central Credit Union  
Vincenti, Lloyd & Stutzman

resources of the university with the resources of the business community," comments the chair of the school's Partnership 2000 fund-raising campaign, Don Baker, senior vice president for Stater Bros. Markets. "Through the quarterly programs, the university offers distinguished speakers addressing timely business topics. We get to network with other business leaders and prominent university faculty. It is truly a win-win situation."

An end-of-the-school-year reception hosted June 9 by President Anthony Evans networked 75 Business Partners members and executives.

For information, please call the school at (909) 880-5700.

## ABOUT BUSINESS PARTNERS' PROGRAMMING

Your membership in Business Partners offers you the advantage of getting in on special briefings and seminars on contemporary issues at a lower cost than that offered to the general public. Find out the latest developments in management, marketing, information processing and other fields through the Business Partners' Executive Briefing and Leadership Seminars.

An Executive Briefing is an occasional program in a series of sessions designed to review and discuss timely issues that will help business executives make informed decisions. Provided as a

service to the region's business and government leaders, these Executive Briefing sessions help link education and business concerns in order to influence the future dynamics of the workforce and the marketplace.

Aimed at senior-level management, the Leadership Seminars will offer thought-provoking, captivating speakers who will address current theories and applications in emerging technology, industrial psychology and organizational planning, among other topics. These sessions are designed to provide a larger perspective for the execu-

**CONTINUED ON PAGE 41**



## 1994-95 SCHEDULE OF EVENTS - TENTATIVE BUSINESS PARTNERS

School of Business and Public Administration

### 1994

October 19

#### **BUSINESS PARTNERS LEADERSHIP SEMINAR**

"Filling the Leadership Void©

Why Companies Get in Trouble and How to Prevent it," 12:00 noon luncheon, on campus. Presented by Louis S. Adler, President, Cunningham, Jacob, Adler Associates, Inc., Costa Mesa, CA.

November 9

#### **BUSINESS PARTNERS EXECUTIVE BRIEFING**

"Emotional Distress and Sexual Harassment in the Workplace—Legal Issues and Solutions" 7:30 - 9 a.m., on campus. Presented by CSUSB management professor, Dr. Lloyd Peake.

December 2

#### **8TH ANNUAL INLAND EMPIRE ECONOMIC FORECAST BREAKFAST**

7:30 to 9 a.m., on-campus, Student Union Events Center.

### 1995

January 11

#### **BUSINESS PARTNERS EXECUTIVE BRIEFING**

"Negotiating Skills: The Art of Negotiation", 7:30 to 9 a.m., on-campus, presented by CSUSB communications professor, Dr. Fred E. Jandt, author of Win-Win Negotiation.

February 4-5

#### **ANNUAL BOARD OF COUNCILLORS RETREAT**

Palm Springs

February 25

#### **BUSINESS PARTNERS-NCAA HOOPS NIGHT**

CSUSB Coyotes vs. UCR Highlanders

6:00 p.m. - hosted pre-game social.

8:05 p.m. - Tip-off in Coussoulis Arena - CSUSB.

April

#### **BUSINESS PARTNERS LEADERSHIP SEMINAR**

Noon luncheon - on campus.

May

#### **5th ANNUAL ARROWHEAD CHIEF EXECUTIVE AWARDS**

LUNCHEON—Noon - on-campus.

June

#### **BUSINESS PARTNERS EXECUTIVE BRIEFING**

"The Turnaround of Kaiser Steel — How They Did It,"

7:30-9 a.m., on campus. Presented by Kaiser Resources, Inc.'s Executive Vice President, Gerald Fawcett, part of the management team who is credited with turning around Kaiser Steel's financial condition.

August

#### **BUSINESS PARTNERS EXECUTIVE BRIEFING**

"Team Building While Right-sizing: New Strategies for the 1990s," 7:30-9 a.m., on campus. Presented by CSUSB management professor, Dr. Lee Hanson.

October

#### **BUSINESS PARTNERS LEADERSHIP SEMINAR**

November

#### **BUSINESS PARTNERS EXECUTIVE BRIEFING**

"Achieving Total Customer Satisfaction," 7:30-9 a.m., on campus. Presented by CSUSB marketing professor, Dr. Nabil Razzouk.

December

#### **NINTH ANNUAL ECONOMIC FORECAST BREAKFAST**

## ESTATE PLANNING TIPS

### MAKE A GIFT OF YOUR HOME

Do you realize you can give the university your home but enjoy its use for life? It's true. You can give the university your home and receive a charitable deduction for it, even though you continue living there. This is called a "retained life estate."

Let's assume you want to continue using your personal residence for life. You also may want a survivor (perhaps your spouse) to enjoy life occupancy. But ultimately you'd like the university to receive the property, to create, for example, a scholarship fund.

### OBTAIN IMMEDIATE TAX SAVINGS

By deeding your home to California State University, San Bernardino now, subject to these rights, you can obtain a sizeable income tax deduction this year. The amount depends on the value of the property and your age (and the age of any other person given life use).

This same charitable deduction opportunity also is available for a farm, vacation home, condominium, or stock in a cooperative housing corporation, if the property is used by you as a personal residence. A personal residence does not have to be your primary residence and a farm may include acreage with or without the house.

In addition to the right to live in your home, you retain the right to rent it to others. You continue to have responsibility for maintenance, insurance and property taxes.

Your gift to California State University, San Bernardino must be an irrevocable "remainder interest" or, in other words, a future interest. After your life

CONTINUED ON PAGE 17





# ART MUSEUM CAMPAIGN ENTERS FINAL PHASE



**GROUNDBREAKING ART**—Happily pitching dirt at the May groundbreaking of the Visual Arts Center and Robert V. Fullerton Art Museum are (from left) Howard Grossman, campaign chair; Robert Fullerton, attorney; President Anthony Evans; Laurel Rhoads, art student; Dean Beverly Hendricks, School of Humanities; former Vice President Dennis Hefner, Academic Affairs; and Richard Johnston, department chair.

A year after launching the private fund-raising campaign for a university art museum, university and community officials celebrated the turning of the first shovel of dirt in May when Cal State broke ground for its Visual Arts Center and adjoining museum. More than 200 people attended the event, punctuating the region's interest in bolstering the cultural life of the Inland Empire.

As of late July gifts and multi-year pledges totalling \$613,417 had been received toward the capital campaign goal of \$760,000 required to fund construction of the Robert V. Fullerton Art Museum. The Campaign Committee plans to achieve its goal by raising the remaining \$146,583 before December 31, 1994. Included in the total of gifts and pledges received is \$95,500 contributed by the universi-

ty's faculty and staff. Dr. Julius Kaplan, dean of graduate studies, has led this on-campus effort.

Interest in the campus-community cultural project continues to sprout throughout the region. In June the Campaign Committee and President Anthony Evans hosted a reception for The Inland Korean-American Association on campus. Coordinated by accounting professor, Dr. Sung-Kyoo Huh, the reception permitted guests to view artwork from the Evans Collection of Asian Ceramics and hear more about the museum campaign. They were very impressed with the museum plans and equally as generous, pledging \$30,000.

As the campaign enters its final phase, all alumni and university friends are invited to join in funding the museum's completion.

"Anyone who pledges \$2,000 or more will be recognized permanently by having their name engraved on the major donor wall that will be located prominently in the museum's lobby. There are only a few months left to take advantage of this one-time opportunity. As individuals consider year-end gifts, we hope they will contribute to Cal State's new visual arts museum," comments Howard Grossman, campaign chair.

## TOP TEN REASONS ALUMNI GIVE TO CSUSB

Why would you make a gift to CSUSB? That's what we wanted to know. Not only did you tell us why, but you put your money where your mouth is and promptly sent your annual contribution. We thank you for making your gift and for sharing your thoughts for doing so.

### TOP 10 REASONS ALUMNI GIVE TO CAL STATE (BESIDES BEING ASKED):

1. It feels good—and right—to support Cal State.
2. I'm proud to be a CSUSB graduate!
3. I'm grateful that Cal State gave me a good education at a real bargain.

4. Thanks to Cal State's convenient location, I was able to attend college.

5. I appreciated my excellent—and accessible!—professors.

6. It's my turn to do something for Cal State and make it an even better place for today's students.

7. Cal State's evening classes made it possible for a working student like me to earn a college degree.

8. My Cal State friends who give to the university told me I should, too.

9. I met my mate at Cal State.

10. If it weren't for my Cal State education, I might not have had the extra money to give in the first place!







**(CONTINUED FROM PAGE 15)**

use and that of any survivor, the university must receive the entire property outright or an undivided fractional interest on the remainder.

**TAX SAVINGS FOR PARTIAL USE**

Say you have a home you don't occupy year-round. You can make a current deductible gift to us of an undivided interest, allowing us exclusive use of the property for part of each year. A vacation home can be ideal for this purpose. For example, you could give Cal State half interest. You would continue to use the property for six months of each year while the university, as half owner, would use it for the remaining six months. As a result, you'd be entitled to an income deduction based on half the property's fair market value.

**PERSONAL SATISFACTION PLUS TAX BENEFITS**

When you give your home to the university, whether a current or future gift, you create a tangible and enduring testimonial as evidence of your interest in the institution's educational goals. And your personal satisfaction is complemented by important income and estate tax savings. More information is available at 880-5005.

## CREDIT UNION UNDERWRITES ENRICHMENT PROGRAM



**BANKING ON IT**—Announcing a San Bernardino County Central Credit Union agreement to underwrite an academic enrichment program, SBCCCU President Larry Sharp (right) shakes hands with Cal State President Anthony Evans as the School of Business and Public Administration Dean Eldon Lewis (left) and others applaud.

When Cal State stepped up with a need for a student enrichment program in finance and economics, the San Bernardino County Central Credit Union answered the call with a generous pledge of \$25,000 toward the project.

Bearing the credit union's name, the academic enhancement program will provide computer hardware and software and finance industry publications for the benefit of students. Six computer terminals and LCD screens plus special high-powered overhead projectors will assist with classroom presentations.

The San Bernardino County Central Credit Union's gift also will permit the university to acquire two interactive learning software systems

for use in classes. "Plato" will enable students to study specific financial problems using the computer, while the "Bank President" software will require students to make decisions that the president of a financial institution might encounter. For instance, these enactments might include when and where to close branch offices, factors to consider in the loan review and approval process and where and when to invest.

"We are deeply grateful that the San Bernardino County Central Credit Union found this program worthy of support," says Eldon Lewis, dean of the School of Business and Public Administration. These types of programs are integral components of our Partnership 2000 campaign, he adds.

## PARENTS' CARE PACKAGE SHOWS YOU'RE THERE IN SPIRIT

Whether it's a hug at the right moment, ensuring they get a good college education, or accepting the collect-call charges when they phone home, our kids are never too old to show them we care.

And here's just one more way...

Introducing the Cal State Care Package.


Let your special Cal Stater know you care when it's most needed and especially meaningful—right before

final exams!

Reserve a Cal State Care Package for your child that includes things every successful student must have: CSUSB No. 2 pencils, a scantron form and blue book for test taking, a computer disk for term papers, snack and beverage coupons for nourishment during those long study sessions, and much more.

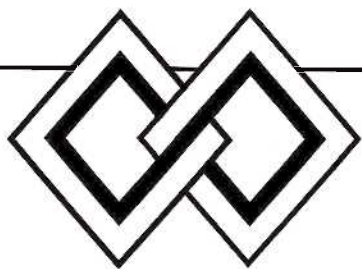
Best of all, your child's package will include a personal note from

you—words of encouragement, advice that only a parent can give, or a bit of humor just between you and your "special" student—that will go a long way in making those last few challenging weeks of the quarter a little easier.

A reservation form for your child's Cal State Care Package is on its way. Watch for it and reply promptly to ensure a care package is set aside for your Cal Stater. 



# C A M P A I G N



## PARTNERSHIP 2000

Launched in the Spring of 1992 and concluding in the year 2000, the Partnership 2000 Campaign for Cal State, San Bernardino was established to ensure educational quality and opportunity, to broaden the university's areas of academic distinction, and to expand further its services to the region.

Partnership 2000 embraces a public-private partnership between the university and the community. The first major multi-million-dollar fund-raising effort on behalf of Cal State, San Bernardino, Partnership 2000 is focused on generating gifts and pledges required to allow the university to meet the immediate and growing demands of its students, faculty, alumni and the community. Designed to meet current and ongoing needs for scholarships, facilities enhancements and instructional equipment, for example, Partnership 2000 also provides a structure to secure support for future programmatic expansion.

### CAMPAIGN DONORS

The following generous donors have given to the Partnership 2000 campaigns and projects that include:

School of Business and  
Public Administration  
Robert V. Fullerton Art Museum  
Pfau Addition Library  
Supporters (PALS)  
Coyote Sports Complex  
School of Natural Sciences  
School of Education  
School of Humanities  
Extended Education  
Financial Aid  
Other campus programs

### PRINCIPAL BENEFACTORS (\$500,000 AND ABOVE)

Jack H. Brown  
Yasuda Institute of Education  
Nicholas J. Coussoulis '75

### BENEFACTORS\* (\$100,000 - \$499,999)

Robert V. Fullerton  
John W. and Karen Karnoff  
Anonymous  
Herbert and Anna Jane Andrews

Donors are listed according to the total pledge amount and the date of their gift.

### PATRONS\* (\$50,000 - \$99,999)

Jane Matthews  
Food Industries Sales Club of  
Riverside and San Bernardino  
Counties  
Bank of America

### LEADERSHIP GIFTS\* (\$25,000 - \$49,999)

Ernst & Young  
Joel A. Stein  
Howard and Kat Grossman '83  
Soren, McAdam, Bartells,  
CPA, Inc.  
Esprit Foundation  
Anthony H. and Lois Evans  
Judith and Glenn Rymer '70  
Specialty Minerals Inc.  
James N. Kennedy '72, MA '77  
Donald and Pamela Iman  
Dr. and Mrs. Taewoong Kim  
Edward G., Jr., and Evelyn Hill  
Ann and Jerry Atkinson/  
Center Chevrolet  
San Bernardino County Central  
Credit Union

### MAJOR GIFTS (10,000 - \$24,999)

Crown Printers\*  
McGladrey & Pullen\*  
Dr. and Mrs. Irving Root\*  
Anne M. Ronning\*  
Baker's Burgers, Inc.\*  
Ernest and Dorothy Garcia\*  
Eadie and Payne\*

Arthur and Ruth Spaeth\*  
Paul R. Mata '87 - IDS  
American Express\*  
KPMG Peat Marwick\*  
Gerald A. and Brenda M. Bean\*  
Wilfrid Cunningham Lemann  
Faust Printing  
San Bernardino County Sun &  
Gannett Communities Fund  
Laura and Lawrence  
J. Winking '71  
Clara B. McKinney and Friends  
Union Bank  
Lois Battersby

### PACESETTERS (\$5,000 - \$9,999)

Robin and Julius Kaplan  
Chino Valley Bank  
Richard M. and Shauna  
McDonald Johnston  
Lockheed Commercial Aircraft  
Center, Inc.  
Joseph A. Bailey†  
Beverly Smith '86  
Hon. and Mrs. Dyson Wm. Cox  
Dr. Bob and Jan Percy  
Leo M. and Gloria Cutler  
George McGinnis and Odette  
Salvaggio

### SPECIAL GIFTS (\$2,000 - \$4,999)

Louis Fox  
Joseph and Laura Ammirato  
Diana Gardiner  
Johnnie Ann Ralph

# U P D A T E

## PARTNERSHIP 2000 CAMPAIGN EXECUTIVE COMMITTEE MEMBERS

Don Baker	Howard B. Grossman	Richard R. Oliphant
Gary Christenson	Donald Iman, D.D.S.	Robert W. Percy, D.D.S.
Nicholas Coussoulis '75	James Kennedy '72, MA '77	Jeffrey J. Sykes
Ted Dutton	Wilfrid C. Lemann	Elise Traynum '83
Robert V. Fullerton	Linda Norman '82	Bruce D. Varner

Russell J. and Evelyn Beirich  
Lund & Guttry  
Elizabeth Ellen and George F.  
Tibbals†  
Kathleen and Samuel Kushner  
Mel and Jennifer McMullen  
Hal and Margo Hoverland '73  
J. C. Lian Associates  
George A. Steidle '85  
Marjorie Wilson Callaghan  
J. C. Robinson and Margaret  
Atwell  
Roger Lintault and Katherine P.  
Lintault  
Beverly L. Hendricks  
Mrs. Forrest L. West  
Dan and Cindy Rinne  
Edward and Cheryl Dunagan '85  
Dr. and Mrs. Paul G. Godfrey  
Sandra D. Kamusikiri  
Mary Goodwin, Ph.D.  
Don and Barbara McKenzie  
Dr. Sue Greenfeld  
Arthur and Celine Butler '77  
Penny and Tom Hirschman  
William D. and Kathryn C.  
Warehall  
Fook Fah and Anne Liu  
Drs. Reinhold and  
Sarojam Mankau  
Yung-Shun Tseng†  
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Cement  
Dr. Luis Gomez  
Crafton Hills College  
Edward Hill, Jr.  
Hill and Associates  
Don Iman, D.D.S.  
Milton Johnson  
Home Lumber Company  
Dr. Taewoong Kim  
St. Mary of the Desert  
Hospital  
James Mulkey  
Specialty Minerals Inc.  
Gerald Newcombe  
Richard Oliphant  
Richard R. Oliphant &  
Associates  
Kenneth Patterson  
Eadie & Payne  
Robert Percy, D.D.S.  
James Robinson  
Riverside National Bank  
Valerie Romero  
Elise Traynum  
Rutan and Tucker  
Bruce Varner  
Gresham, Varner, Savage,  
Nolan & Tilden

# **VOLUNTEERS FOR SPECIAL PROGRAMS**

Christopher Ahearn  
David Amori  
Matt Amori  
Dr. Mary Andis  
Carol Anselmi  
Don Beard  
Mary Frances Breitenstein  
Mary-Louise Briones  
Larry Buck  
Craig Burdette  
Peter Chang  
David Childs  
David Choweller  
Bill Christelman  
John Conway, Jr.  
Karen DeMauro  
Carol Dey

Gerald Duncan  
Cheryl Flowers  
Irene Hoffman  
Charles Horinouchi  
John Jamerson  
Don A. Josi  
Jim Kennedy  
Marcia Lentz  
Sara Lewis  
Paul Mata  
Terry May  
Millie McKim  
Dr. Marilyn McShane

Ken Miller  
Mavernie Mitchell  
Monika Openshaw  
Cheryl-Marie Osborne  
Joyce Payne  
Elisa Prado  
Ruth Prince-Gabriel  
Cynthia Samaniego  
Cheryl Simmons  
Keith & Geraldine Unmack  
Calvin Ward  
Tim Watkins  
Dr. Frank Williams

# **Memorial Scholarships Created**

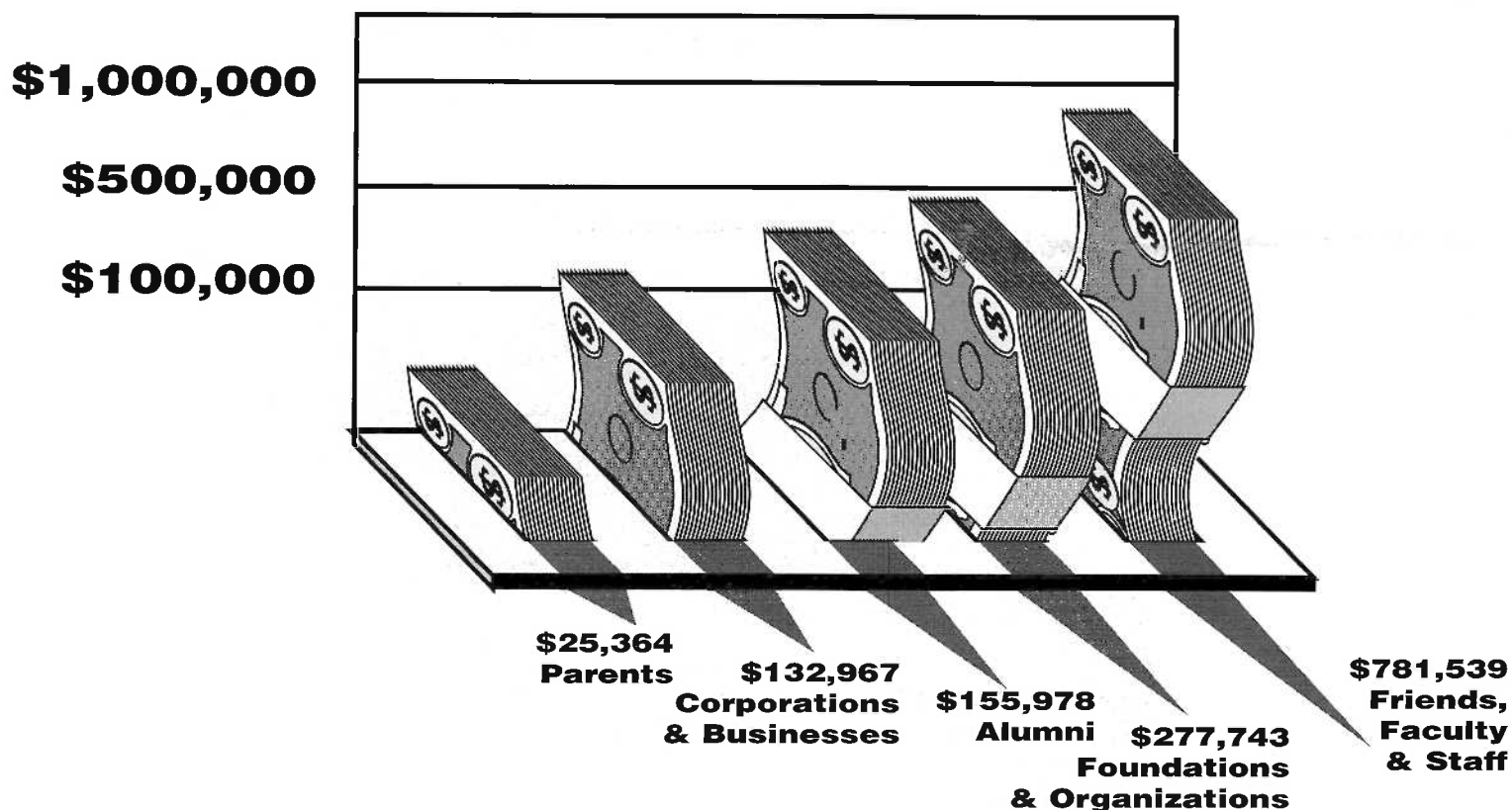
Cal State lost three distinguished members of its faculty family this past year: **Dominic Bulgarella** (Sociology), **Art Moorefield** (Music) and **Peter Wetterlind** (Computer Science). The passing of each brought forward generous donations in their memory. If you would like to contribute to any of these scholarship funds, please designate your interest and send your check, made payable to the CSUSB Foundation, to the attention of Mary Colacurcio, director of alumni and donor relations, 5500 University Parkway, San Bernardino, CA 92407.

California State University, San Bernardino is proud of the interest and support of each individual and organization whose name appears in this Honor Roll of Donors. Every effort has been made to acknowledge accurately all gifts made to the university in 1993-94, but in a listing of this size inadvertent oversights may have occurred. If we have failed to recognize anyone, we apologize and ask you to notify the Office of Development so that we may correct our records. Any corrections to the Honor Roll will appear in the winter issue of Cal State magazine.

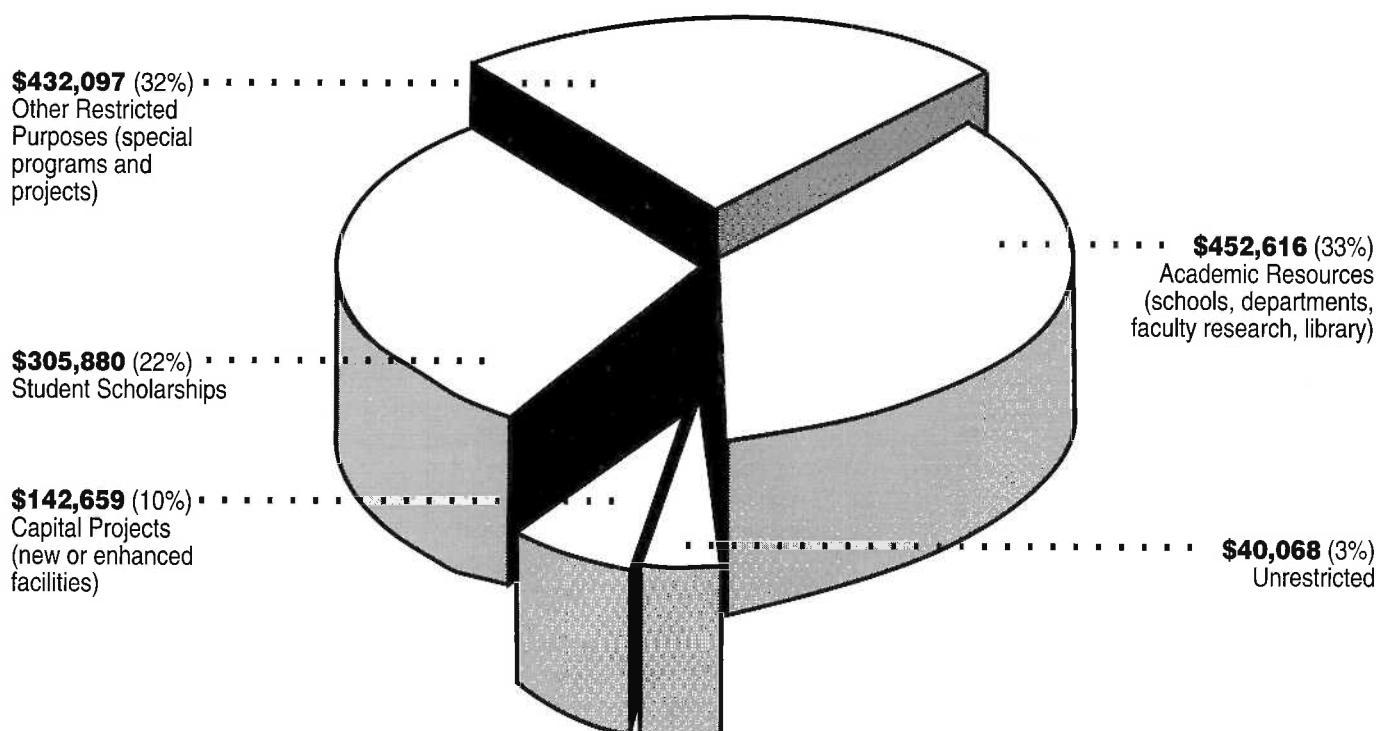
Office of Development  
California State University,  
San Bernardino  
5500 University Parkway  
San Bernardino, CA 92407-2397  
(909) 880-5006  
Fax (909) 880-7017



## WHO GAVE HOW MUCH, 1993-94



## HOW 1993-94 GIFT DOLLARS WERE DESIGNATED



## Coach for All Reasons . . .

(CONTINUED FROM PAGE 12)

a questionable act.

"I can't do anything with the players teaching-wise until October 15."

Which, to Aye, is like ordering a professor not to teach, or a dog not to bark, or boys—of which Aye and his wife have three—not to pull girls' hair.

"I'm a coach," he says. "I like to teach, I like to coach. It's the same."

At Cal State, it's looking like Aye is assembling that coachable team he wants. Besides the half-dozen-or-so players who'll be returning this year, Aye has recruited at least five "new" players—ones he knows. Three of them played for him at Columbia, one is from Barstow Community College and another from San Bernardino Valley College.

With a new coach and new team, one would expect Aye's goals for this first season to be low, and they are. But this isn't one of your classically defined "lows." Aye has his sights on the conference playoffs ... in this, his first year ... which means finishing in the top four. That's what Denny Aye means by "low."

"You (have to) realize that the school I just came from won the conference four years in a row," he says. "I'm lowering (my expectations) to be realistic with where I'm at."

## Come Howl with the 'Yotes

What's new and improved? Not only the Coyotes' fresh, new facilities, but their look, too. You'll see this new logo



popping up just about everywhere. It's been designed with the Coyotes' persevering, never-say-die attitude in mind. Young and wiry, the new Coyote logo is bold and befitting of the Coyotes' new den and the next era for Cal State athletics.

## Coyote Founders Group . . .

(CONTINUED FROM PAGE 13)

ty that will serve generations—from students to alumni, sports fans to athletes, and those serious about getting physically fit to those who just want to play.

Funded mostly by state revenue bonds, part of this 26-acre complex will open in the 1994-95 academic year. Among the facilities to be unveiled then: additional nursing, physical education and health science classrooms and laboratories; a competition-size swimming pool; a fitness center; and outdoor courts for volleyball, tennis and basketball. Also debuting this season is the stunning, much-talked about 5,000-seat Coussoulis Arena.

Blueprints for the Coyote Sports Complex also include a 1,500-seat ballpark and a 4,000-seat outdoor stadium for soccer, track and special events. Both venues will be built with lighting, electronic scoreboards, grandstands, press boxes and concession stands. And both must be built entirely with private gifts.



Ann Atkinson

with a permanent place on the "Founders Wall of Fame," the university also will recognize Founders for their key support with:

- A Coyote Sports Complex sweater.
- Reserved parking for campus athletic events.
- Lifetime access to the Coyote VIP Den, an exclusive room for pre-game and half-time receptions.
- Three-year membership



Nick Coussoulis

in the Coyote Club. • A complimentary foursome in the annual Coyote Golf Classic. • Two complimentary season tickets for three years (with option to renew after that) in the choice Founders seating section in Coussoulis Arena.

Membership in the prestigious Coyote Sports Complex Founders program is open to those who make their gifts or pledges of \$15,000 or more by December of 1995. Gifts may be cash or in-kind, and pledges may be fulfilled over a three- to five-year period.


"This is a one-time-only opportunity for people who can and want to do something lasting and meaningful for the university and community," says Bruce Varner of the law



Jerry Atkinson

firm of Gresham, Varner, Savage, Nolan & Tilden. Varner serves on the Coyote Sports Complex Campaign Cabinet.

There is also a limited number of naming opportunities in the complex for key supporters at the Founders level. Coussoulis Arena is taken. But there's still the ballpark, the outdoor stadium, the swimming pool, scoreboards, the training room and more. The entire sports complex, in fact, may be named. Until then, it will be known as the Coyote Sports Complex.

Naming opportunities are an ideal way to honor family, friends and associates, or the memory of a loved one, according to Pam Langford, campaign director. To reserve a naming opportunity or for more information about the Founders program, the Coyote Sports Complex Campaign or touring the facilities, call Langford at (909) 880-5006. 





## BUSINESS HONOREES INCLUDE FIVE ALUMNI

BY MARY COLACURCIO, DIRECTOR OF ALUMNI AND DONOR RELATIONS

When Cal State graduates depart the university for careers and active lives in their communities, those of us who remain here often wax philosophical about having touched the lives of so many "future leaders" in the region. We know that more than 80 percent of our alumni reside in the Southern California area, so Cal State, San Bernardino has had a significant effect upon shaping the destiny of our state.

So it comes as no surprise that five CSUSB alumni were among The San Bernardino Sun's honorees in its Up-and-Coming Business Leaders program. In this fifth year of the newspaper's recognition of some of the region's top young business men and women, the Cal State grads were acknowledged for achieving a measure of distinction in their fields. Other criteria include their relative youth (they must be under the age of 40) and commendations by colleagues, peers, or business associates.

The CSUSB elite include:

**Jon Boeche**, B.A. economics, '87, owner of Quality Treats, San Bernardino

**Herb Gardner**, B.A. economics '93, construction manager at Gardner Construction, Highland

**Steve Hartert**, M.B.A. '89, director of marketing, Omnitrans, San Bernardino

**Manuel Hernandez**, B.A. economics, '81, accounts executive, State Compensation Insurance Fund, San Bernardino

**Adrian Sanchez**, B.A. economics '79, vice president and regional economist for First Interstate Bancorp, Los Angeles.

Congratulations to each of you. You've brought distinction to your university and your fellow alumni.

## DISTINGUISHED ALUMNUS VALUES EDUCATION



John Kennedy, Sr.

They say gray hair distinguishes a man.

But more than silky-gray hair and a mustache are distinguishing John Kennedy, Sr., these days.

Last spring the 79-year-old was named Cal State's Distinguished Alumnus. A long-time San Bernardino accountant, Kennedy received his award during Commencement ceremonies in June.

Kennedy, who earned a B.A. in business administration in 1979 and a B.A. in economics in 1985, opened the doors of his accounting firm in the mid-'50s, a few years after a massive coronary forced him from a high-pressure job with the Carnation Company.

"I had to change my lifestyle and that's when I went into accounting," says Kennedy.

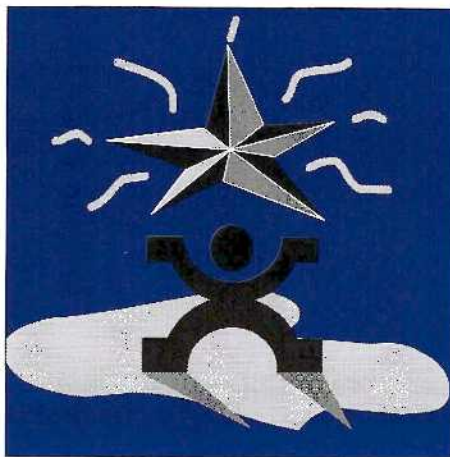
When he earned his second bachelor's degree, Kennedy started a scholarship endowment that has helped nine Cal State recipients over the years fulfill their own graduation dreams.

But for Kennedy, stricken by the education bug since taking some science classes at San Bernardino Valley College in the late '60s, the only goal in coming to Cal State was the sheer "enjoyment of studying and learning something new." So the possibility of graduating from Cal State came as a

## CAL STATE ALUMNI LAUDED AT HONORS BANQUETS

Two springtime banquets saluted the accomplishments of CSUSB graduates. The Soroptimist International of San Bernardino honored, among others, the following CSUSB alumni: **Christina Gonzales**, B.A. liberal studies '85; M.A. education '91, **Evangeline Lewis**, M.A. education '77, and **Jean Stephens**, M.B.A. '91.

Recognized for outstanding service by the School of Education at its May 22 banquet were alumni: **Barbra Bowman**, M.A. educational counseling '78; **Yolanda Contreras**, M.A. education '85; **Ingrid Doesburg**, B.A. liberal studies '79, M.A. education '90; **Nelda Esmeralda**, B.A. liberal studies '79; **Paula Goldberg**, M.A. education '86; **Benito Gomez**, B.A. Spanish '84; **Patricia Horton**, B.A. liberal studies '90; **Beverly Laing**, physical education credential '74; **Dale Levine**, M.A. education '88; **Dr. Philip Mirci**, B.A. theatre arts '74, M.A. education '76; **Charlotte Netzer**, B.A. liberal studies



'80, M.A. education '85; **Erna M. Noble**, B.V.E., vocational education '81; **Reynaldo F. Ortiz**, M.A. educational counseling '81; **Sharon Swan Sedrowski**, B.A. English '73; **Dr. Malcolm Seheult**, credential '91; **Michael Whisenand**, professional administrative services credential '92.

CONTINUED ON PAGE 41

## 1994 GRADUATE CLASS GIFT

# YOUR CHANCE TO MAKE HISTORY! DID YOU MISS IT?

The graduates of the Class of '94 should have received detailed information in the mail, around Commencement time, concerning the Class of '94 gift. All graduates were invited to contribute \$19.94 (or more) to help fund the clockfaces for the tower on the new Student Union. What better memento than the central landmark of the campus could the class of '94 leave as its heritage? For each \$6,000 donated, one clockface will be emblazoned with **Class of '94** for all Cal State students to see as they walk toward the center of campus. Your support of this first-ever Class Gift to the university will be so meaningful to the university, its faculty, staff and students—your “other family” for the past few years.

To those of you who have already made your gift, **THANK YOU**. To those of you who intended to do so, there's still time. Simply fill out the coupon below, make out your check for \$19.94 (or more) to the CSUSB FOUNDATION—CLASS OF '94, and mail to the address listed on the coupon. All donors will receive two complimentary tickets to the first Coussoulis Arena basketball game, a CSUSB decal for their car bumper, free tickets to selected Student Union events, and, while supplies last, a Class of '94 Commencement painter's cap with the “Coyote Paw” on top.

**YES,** I would like to help the Class of '94 make history, say “Thanks to Cal State,” and provide time for future generations of Cal State students. To help put the clocks in the Student Union Clock Tower, here is my tax-deductible gift of:

\_\_\_ \$19.94    or    \$ \_\_\_\_\_

Please make your check payable to CSUSB FOUNDATION—CLASS OF '94 and send it in the self-addressed business reply envelope stitched in the center of this magazine, or mail to University Relations, CSUSB, 5500 University Pkwy., San Bernardino, CA 92407-2397.

Send my free tickets, Cal State decal and Class of '94 painter's cap\* to:

PLEASE PRINT NAME \_\_\_\_\_

SOCIAL SECURITY NUMBER \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

HOME PHONE \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

BUSINESS PHONE \_\_\_\_\_

CHECK ONE:

☐ 2 TICKETS FOR JAN. 3 (MEN VS. CONCORDIA)

☐ 2 TICKETS FOR JAN. 5 (WOMEN VS. ALASKA-FAIRBANKS)

\*LIMITED SUPPLIES







## 1970

**Dr. Karen K. Harshman**, teaching credentials, is the new superintendent for the Fontana Unified School District. In addition to teaching in the Fontana schools, she has held administrative and teaching positions in Rancho Cucamonga and the Ontario-Montclair school districts.



Bob Botts

## 1971

**Bob Botts**, B.A. administration, life member of the Alumni Association, holds the newly created position of manager of San Bernardino's Office of Business Development. The local newspaper reports he will "boost the city's image, cut joblessness and woo new businesses." Botts said 75 percent of his time will be spent dealing with existing San Bernardino firms.

**Jim Robertson**, B.A. sociology; teaching credential '72, is the principal of Lupon Hill Elementary School in Calabasas. He and his wife, Jeanne, and their two daughters live in Thousand Oaks.

**Dona Sleeper**, B.A. English, "moved from arts to science." She is now a registered nurse and still uses her English training to help others.

## 1974

**Dr. Thomas McCombs**, B.A. chemistry, is now in private practice specializing in wellness education and osteopathic manipulation in Issaquah, WA. Also, he writes that he is "training and teaching Taoist temple disciplines."

## 1975

**Herbert E. Miller**, B.A. administration, M.B.A. '77, has now returned from his stint in Jinan, the People's Republic of

China. He and his wife are living in Twin Peaks, CA.

**Linda Stockham**, B.A. anthropology; M.A. special major '87, has had her play "Divorce Sale," which premiered Off-Off Broadway in 1993, accepted for publication by Aran Press.

## 1976

**Kenneth Eldred**, B.A. biology, received his M.A. in education from Chapman University's satellite campus in Palm Desert. He is married to **Elaine Antflick Eldred**, B.A. anthropology and French, '77.

**John Loeffler**, B.A. Spanish, recently wrote to **Ron Veelik**, B.A. social sciences '75, that the Salem Broadcasting Co. is broadcasting his Steel on Steel as a simulcast over two Colorado radio stations: KRKS-FM, Boulder/Denver and KGFT, Colorado Springs. This arrangement on two powerful FM radio stations gives them border-to-border coverage from Wyoming to New Mexico along the Colorado front range.

## 1977

**David Child**, B.A. art, has been appointed as the alumni representative of the Student Union Board of Directors for the 1994-1996 term of office. He invites other alumni to contact him through the Alumni and Donor Relations Office with your concerns and ideas.

**Janet Linda (Thorvaldson) Holden**, B.A. history, moved to Washington state in 1983 and has been employed for the past 10 years by the University of Washington, College of Forest Resources, as a senior secretary at their 4,200-acre forestry research station located in Eatonville. She writes that she "really enjoys the magazine and looks forward to its arrival." Linda was instrumental in assisting **Paige Satter**, B.A. theatre arts '92, and **Candice Macias**, B.A. marketing '93, in organizing the first-ever CSUSB Picnic in Seattle in August.

**Carol Wiley**, B.A. sociology, has been employed by the Victor Valley College in Victorville since graduation. In her off-hours she finds time to be the chair of the Mojave Group of the Sierra Club.

## 1978

**Kevin Aguilar**, B.A. art, was the subject of a recent article in the San Bernardino Sun that focused on "The Flintstones" phenomenon. He was recruited into creating Bedrock-type products by Steven Spielrock's own people. His company—Neon-Lithics—manufactures nightlights made of faux rock (plaster of Paris). The

nightlights have impressionistic designs of Fred and Barney, Dino, and a blazing fire; they are being marketed through Frederick's of Hollywood gift stores at Universal Studios.

## 1979

**Laura Ann Gonzales**, B.A. sociology, received the Latino Peace Officers Association Officer of the Year Award. She is a probation officer for San Bernardino County.

**Carmen V. Hernandez**, B.A. liberal studies; M.A. educational administration '83, principal of Van Buren Elementary School in Glen Avon, Jurupa Unified School District, is justly proud that her school was awarded the National Blue Ribbon School Award by the U.S. Dept. of Education. Only 30 schools in California received this award; 276 schools in the country made it to this elite list. Among the elements scrutinized by the judges: leadership, degree of parent involvement, curriculum, test scores, and the teaching and learning environment. This award follows another major award won last year when Van Buren was named a California Distinguished School.

**Anne Segura-Valdez**, B.A. economics, is a vice president and banking officer of Chino Valley Bank, Pomona.

## 1981

**Charlyn Chambers**, B.A. liberal studies, is an elementary school teacher for the San Bernardino City Unified School District. Her husband, **Ernie Wasley, Jr.**, B.A. administration '92, is a patient accounts manager for St. Bernardine Medical Center.

**Ronald G. Martin**, B.A. history, M.A. Spanish '89, logistics manager, is with the Missile Systems Center at Los Angeles Air Force Base.

## 1983

**Victoria Gates**, B.A. liberal studies, is a substitute teacher in Yuma County, AZ. She is a widow with two children.

**Elise K. Traynum**, B.A. political science, and an attorney-at-law, is now with Rutan & Tucker in Costa Mesa, CA. Traynum is a member of the University Advisory Board.

**Peggy Voss**, B.A. English, writes that, "I am now a writer/researcher at UC Riverside after 18 years as secretary/administrative assistant" in many areas such as the library, relations with schools, the Chancellor's Office, and the development office.

One of the many well-known speakers



at the 15th anniversary celebration in April of the Highland Senior Center was alumna **Joanne Wyman**, B.A. sociology. Joanne was their first executive director and was instrumental in obtaining a state grant for renovation of their present building. Also present was a subsequent director of the center, **Bobbie Babbage**, B.A. '86, M.A. '89, psychology.

#### 1984

**Sharon Ruiz**, B.A. Spanish, is a vocational rehabilitation counselor for State Fund in San Bernardino.

#### 1985

**Suzanne Bolowich**, B.A. administration, is the new assistant director of accounting at Cal State. She previously served as assistant controller for San Geronio Hospital.

In addition to being a physician with the Renaissance Medical Group in West Covina, **Dr. Kay Kalousek**, M.A. biology, is the vice-chair of the Foothill Aids Project, a volunteer medical director at the Montclair Clinic, and has made several TV and radio appearances. In recent years she has been honored for her volunteerism and professionalism.

#### 1986

**Margaret Ivy**, B.A. administration, is the executive director at the Greater Morgantown Convention and Visitors Bureau in West Virginia.

**Carole Lee**, B.A. psychology, writes that "since finishing my M.A. in educational psychology at UCR in 1990, I've also finished my Ph.D. coursework in that field and have become a grandmother." Her husband is **Michael Lee**, B.A. administration '85.

**Dr. Cheryl Oh**, B.A. biology, is now in the Family Medicine Residency Program at Florida Hospital in Orlando.

#### 1987

**Dr. Peter Coldwell**, B.A. biology, graduated from the Medical College of Ohio in June '94 and has entered residency training with the Army in emergency medicine in San Antonio, TX.

**David Damico**, M.A. psychology, is the ergonomics safety specialist at USAA in San Antonio, TX. He runs two ergonomic labs focusing his research on data entry devices and graphical user interface design. Since his move to Texas two years ago, David has become an avid bass fisherman, barbecuer, and learned how to rope a calf.

**Gary Kelly**, M.A. education, has been named dean of the social sciences division of San Bernardino Valley College. A counselor

at SBVC since 1988, he also has experience as an instructor and superintendent of the Community College of the Air Force.

#### 1988

**Amelia Marquez**, B.A. human development, ΨΧ, writes, "I received my B.A. at age 60 and am presently taking part in Project Help (Hispanics and Elders Learning Partnership)" through Cal State's office of Extended Education. "It feels great to be associated with my alma mater in such a worthwhile way."

**Ruth Nolan**, B.A. English, is studying for her M.A. in English-Creative Writing at Northern Arizona State University in Flagstaff. In addition to teaching her daughter, Tarah, to read and write, Ruth is busy involving herself in Arizona poetry events and working with the Northern Arizona Writing Project.

**Susan Reed**, B.A. psychology, received her M.A. in psychology in Jan. '94 from Chapman University and is working at the Oasis Counseling Centers in Barstow and Victorville as a therapist/counselor.

**Jerry Schumacher**, B.S. administration, is an auditor for Vavernik, Trine & Day.

**John Weber**, M.B.A., is the director of human resources at O.S.P. Publishing, the largest designer and distributor of licensed posters in the country. John and his wife, Cindy, are expecting their first child in November.

#### 1989

**Stephen Edmonds**, B.A. economics, received an M.A. in international policy studies from the Monterey Institute of International Studies in Monterey, CA.

**Gloria Meltzer**, B.A., M.A. psychology '93, writes, "I am finishing my first year



*Respondia Poole*

in a clinical/counseling doctoral program in psychology at Pepperdine University. I was well prepared at CSUSB!!"

#### 1990

**Daryl Anderson**, M.B.A., is the new director of accounting at Cal State.

**Anja (Anderson) Miller**, B.A. administration, is currently a sales office administrator for Rael Instruments in Irvine.

**Respondia "Dia" Poole**, B.A. administration, was pleased to learn that she was among the finalists for the 1994-95 Jesse M. Unruh Assembly Fellowship Program that offers exposure to full-time legislative staff work in Sacramento. A systems analyst for San Bernardino County, Dia also is known as "Miss D," producer and host of the weekly radio program "African-American Awareness" and co-host of the morning show on KUCR.

#### 1991

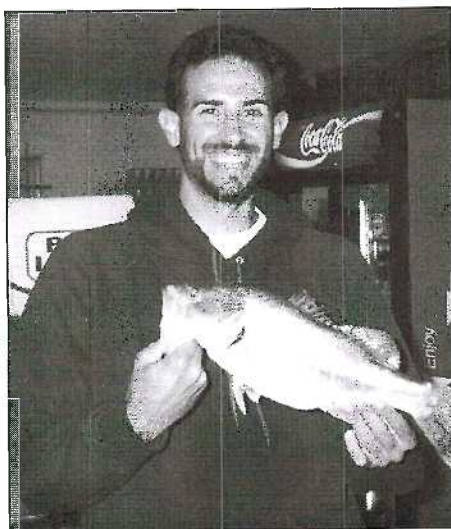
**Jeff Angelo**, B.A. communication, is still working as a marketer for PACE Credit Union in Portland. He and his wife and two children live in Salem, OR.

**Bruce Cooley, Jr.**, B.A. history, is a senior investment representative for Cohig & Associates Inc. Investments and has been responsible for opening a new office in La Jolla.

**Patrick Cooney**, B.A. political science, the 1990-91 ASI president, is a second-year student at the University of San Diego School of Law.

**Lori Hansen**, B.A. liberal studies, KA, is a family reunification counselor working with abused children and their parents for Guadalupe Childrens Homes in El Monte, CA.

**Michelle Harbauer**, B.S. administration, is an assistant manager for Wal-Mart in Colton.



*David Damico*





**Eric Kritz**, B.A. political science, is dreaming of living on a tropical island and finding Ms. Right. Meanwhile, he is pursuing a career in law enforcement and has recently completed an A.A. degree in criminal justice at San Bernardino Valley College as well as completed training at the San Bernardino County Sheriff's Reserve Academy. Currently, he is a reserve deputy and is open to career advice, job offers and dates!

**Mel Sundean**, M.B.A., is the director of Life Support Education at Loma Linda University. In his spare time he is active with the Community Theater and has held lead roles in the past two Redlands Bowl Productions. He also finds time to pursue a Ph.D. in administration.

## 1992

**Heather Gil Arteche**, B.S. and credential, physical education, is a physical education teacher at Cope Middle School in Redlands. She writes that "I want to men-

tion how thankful I am to the entire CSUSB Physical Education Dept. for all of their support and encouragement while I was attending." Her husband, **Zachary Arteche**, B.A. communications '93, owns his own truck driving business in the L.A. area.

**Tammy Astenius-Smith**, B.A. administration, started her own computer consulting firm, TNT Computing, in April '93, specializing in custom software written in Paradox and general computer sales and support. She was a speaker at the Borland International Developers Conference in Florida in June '94.

**Sean Cain**, B.S. administration, is the director of finance for the Arrowhead United Way in San Bernardino.

**Marlene Thorn Taber**, M.A. education, is performing in the community of Athens, GA and is working toward a Ph.D. in drama at the University of Georgia, where she holds a teaching assistantship.

**Timothy Cody Watkins**, B.A. administration, is the deputy registrar for the Contractors State License Board. He investigates construction-related consumer complaints for the Contractors State License Board. Tim was one of the many alumni who volunteered his time to help out at Commencement on the Cal State campus on June 18.

**Robert Watson**, B.A. criminal justice, has graduated from the Police Academy and is currently interviewing with several police departments in the San Diego area.

## 1993

**Mazen Ajouz**, B.S. computer science, is a sales and tech support representative at Tredx California, Inc.

**Jill Burian**, B.A. health science, is a human resources manager for Host Marriott Corp. at General Mitchell International Airport in Milwaukee, WI.

**John Conway, Jr.**, B.A. psychology, is an urban forester for Newport Beach and is responsible for managing the tree division of the General Services Dept. His department maintains 20,850 trees throughout the city. All trees have been inventoried and inputted into a computer software program that monitors yearly maintenance and costs.

**Elaine (Brann) Hegedusich**, B.A. liberal studies, is a substitute teacher for the Colton Unified School District.

## 1994

Sisters **Kimiko Glenn** and **Nakeesha Glenn Cluse**, B.A. communication, are pursuing graduate work in their field. Kimiko is studying organizational communication at the University of New Mexico, where she has a graduate assistantship. Nakeesha is in the graduate journalism pro-

gram at Cal State, Fullerton.

**Lt. Kenneth Wical**, B.A. political science, EX, is currently serving as an infantry officer in the U.S. Army. He is stationed with his wife, Nichole, and son, Kenneth Raymond, at Ft. Benning, GA.

## MARRIAGES

**Tammy Astenius-Smith**, B.A. administration '92, to Timothy W. Geary in Big Bear, CA, May 21, 1994.

**Elaine Brann**, B.A. liberal studies '93, to Philip Dickson Hegedusich, currently a liberal studies student at CSUSB, in Akron, NY, Aug. 21, 1993.

**Charlyn Chambers**, B.A. liberal studies '81, to **Ernie Wasley, Jr.**, B.A. administration '92, on April 9, 1994 in Pinch, W. Va.

**Heather Gil**, B.S. and credential '92, physical education, to **Zachary Arteche**, B.A. communications '93, Aug. 7, 1994.

**Nakeesha Glenn**, B.A. communication '94, to Sean Cluse, May 21, 1994 in Highland.

**Michelle Harbauer**, B.S. administration '91, to Chris Gura, April 9, 1994, in San Bernardino.

**Dr. Lance Masters**, M.A. administration '77, to Brenda Ponsford, Sept. 4, 1994, in Sun City.

**Sharon Ruiz**, B.A. Spanish '84, to Carlos Castillo, Jan. 2, 1994 in Las Vegas.

**Jerry Schumacher**, B.S. administration '88, to Tami Williams, March 19, 1994, in Upland.

## BIRTHS

A son, Nathaniel, to **Marietes Penaranda Acheron**, B.S. administration '88, and her husband Franklin, Apr. 30, 1994.

A son, Cooper Reagan, to **Jeff Angelo**, B.A. communication '91, and his wife, Shay.


A son, Keith Thomas, to **Darlene DeWind-Mielke** and **Dr. L. Kevin Mielke**, March 23, 1994.

A son, Tyler James, to **Cindy Fulcher**, B.A. liberal studies '86, and **Lee Fulcher**, B.A. social science '87.

## IN MEMORIAM

**Lisa R. Benson**, B.A. psychology '91, on Feb. 8, 1994.

**Leo Rene Carrillo**, B.A. Spanish '69, on July 26, 1992.

**Mara Simmons**, CSUSB student and daughter of Dr. Don and **Barbara Simmons**, B.A. '89, M.S. '92 psychology, on Mar. 28, 1994. Gifts in memory of Mara may be made to the CSUSB Foundation, 5500 University Pkwy., San Bernardino, CA 92407-2397. Call (909) 880-5008 for further information. 

## TELL-US

MORE ABOUT YOURSELF

Name \_\_\_\_\_

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State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone ( \_\_\_\_\_ ) \_\_\_\_\_

Bus. Phone ( \_\_\_\_\_ ) \_\_\_\_\_

Soc. Sec. No. \_\_\_\_\_

Year of Graduation \_\_\_\_\_

Degree \_\_\_\_\_ Major \_\_\_\_\_

Fraternity/Sorority \_\_\_\_\_

Spouse \_\_\_\_\_

Is Spouse a CSUSB Grad? ☐ Yes ☐ No

If yes: Year of Graduation \_\_\_\_\_

Degree \_\_\_\_\_ Major \_\_\_\_\_

Information that you would like to share in Cal State magazine. (Write here or attach additional page.)

(Note: Birth and wedding announcements require dates and names of all concerned for a separate listing.)

\_\_\_\_\_  
\_\_\_\_\_  
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\_\_\_\_\_

Mail to: Cal State Magazine Editor,  
CSUSB, 5500 University Parkway  
San Bernardino, CA 92407-2397

9/94

# BUSINESS PARTNERS' PROGRAMMING . . .

(CONTINUED FROM PAGE 14)

tive regarding macro-management of organizations.

"Success in the next millennium will depend heavily on such assets as a highly trained, adaptable and professional work force; entrepreneurial business leaders; and government officials able to achieve, simultaneously, steady economic growth and steady improvements in the region's quality of life," remarks School of Business and Public Administration Dean Eldon Lewis.

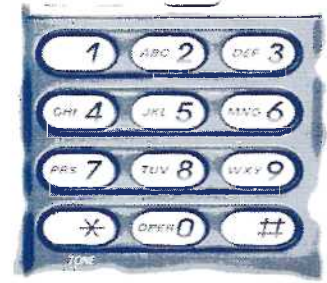
"In addition to granting undergraduate and graduate degrees, the school is committed to providing lifelong learning opportunities and a central forum for the discussion of contemporary business and governmental issues. Our faculty will provide the cur-

rent knowledge and develop further applied research projects and problem-solving initiatives based upon their interactions with Business Partners leaders.

"As leaders of the Inland Empire and CSUSB organize partnerships, our region will greatly enhance its opportunities to capitalize on the initiatives of the 21st century. Business Partners is positioned uniquely to lead this effort," Lewis adds.

A tentative schedule of events is provided on page 15 and will be updated in communications with you in the future. For additional information or to reserve a seat, please call the School of Business and Public Administration at (909) 880-5700.

## YOUR LISTING MAY HELP STUDENTS FIND JOBS



Alumni can help CSUSB students and other alumni by listing summer or part-time job openings with the Career Development Center. You may list your positions by calling 1-800-999-8725. Job listings from all locations are welcome. Summer jobs will be listed for 30 days, part-time jobs listed for two weeks.

## PUBLIC ADMINISTRATION ALUMNI, WHERE ARE YOU?

Several of our public administration graduates are among our "lost alumni," i.e., graduates for whom we have no addresses. If you know their whereabouts, call the Alumni Director, Mary Colacurcio, (909) 880-5008. There is a reward!

Where are Marie S. Debello, Alan M. Wong, Craig B. Bryant, Robert E. Gwizdala, Mehran Riazaty, Jill L. Kendrick, Robert G. Morasch, Scott D. Soren, Gerald F. Kelly, Jafar Masjedi, Ahmed S. Khouri, Betty A. Kroll, Cindy M. Young, Edmund Buenrostro, Tara L. Hadden, Angela B. Aldrich, Lisa C. Geib, and Patrick J. Oleary?

## DISTINGUISHED ALUMNI . . .

(CONTINUED FROM PAGE 36)

mild surprise when one of Kennedy's professors told him that he only needed two more courses to earn a business degree.

Today, Kennedy works only in the afternoons at the Kennedy and Kennedy office. He recommends "taking life at its own pace" to everyone at any age.

## CSUSB ALUMNI ASSOCIATION MEMBERSHIP FORM

Name \_\_\_\_\_

Former Name (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State, Zip \_\_\_\_\_

Home Phone \_\_\_\_\_ Business Phone \_\_\_\_\_

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- ☐ Payment Enclosed
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- ☐ Please let me know how I can help at Commencement on June 17, 1995.

Make your check payable to the CSUSB Alumni Association, California State University, San Bernardino, 5500 University Parkway, San Bernardino, CA 92407-2397. Your membership helps provide student scholarships.

9/94





**Whether it's art, lectures or outdoor fun, Cal State, San Bernardino offers a variety of activities for the whole family. Keep this calendar handy. Share. Enjoy. (The Public Affairs Office recommends calling ahead to confirm an event using the phone numbers listed after each description. All numbers are in the 909 area code.)**

## SEPTEMBER 23

### Talk.

Noted Egyptologist, Prof. Zahi Hawass, speaks on recent discoveries in Cheops complex. 7:30 p.m., Creative Arts Building Recital Hall. Free. 880-5058.

## SEPTEMBER 26

### Interactive Video.

Fun Flicks makes you the star on video. 10 a.m.-4 p.m., Student Union Lounge. General admission \$5; free for students. 880-5943.

### Ribbon cutting.

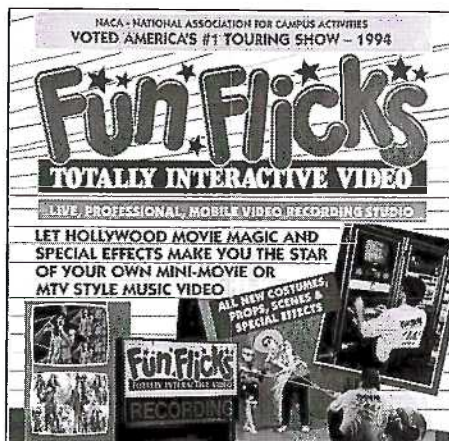
Celebrating the opening of the Pfau Library wing. Noon. Library. Free. 880-5099.

## OCTOBER 13-NOVEMBER 23



### Art Exhibit.

"The Karnoff Collection: Etruscan and South Italian Vases." Opening reception Thursday, Oct. 13, 5-7 p.m. University Art Gallery. Gallery hours: Monday-Sunday, Noon-4 p.m. Free. 880-5802.



Interactive Video

## OCTOBER 19

### Festival.

The Second Annual Culturefest "Kultatami-O-Rama" features authentic cultural dance and food. 11 a.m.-3 p.m., Student Union Courtyard. Free. Sponsored by CSUSB Multicultural Center. 880-7204.

## NOVEMBER 11-13, 16-20

### Theatre.

"Lysistrata," by Aristophanes. An hilarious effort from the women of Athens who seek peace by withholding the one activity men love more than war. Curtain time for evening shows 8:15 p.m. Nov. 13 and 20 shows 2 p.m., Sunday matinees. University Theatre. General admission \$8; senior citizens and CSUSB alumni with Alumni Association membership card \$5; students \$3. 880-5884.

## NOVEMBER 22

### Music.

CSUSB Jazz Ensemble directed by Andy Cleaves. 8:15 p.m., Recital Hall. General admission \$5, students \$3. 880-5884.

## NOVEMBER 30

### Music.

CSUSB Concert Choir directed by Tamara Harsh. 8:15 p.m., Recital Hall. General admission \$5, students \$3. 880-5884.

## DECEMBER 2

### Talk.

Juan Megrin Fetter, international expert on the art of the Huichol peoples, discusses recently acquired Stein Collection of Huichol yarn paintings. 7 p.m., University Art Gallery. Free. 880-5802.

### Music.

CSUSB Symphonic Band directed by Luis Gonzalez. 8:15 p.m., Recital Hall. General admission \$5, students \$3. 880-5884.


## DECEMBER 2, 3

### Dance.

Theatre Arts Department's Inaugural Dance Concert. 8:15 p.m., University Theatre. General admission \$5; students, senior citizens \$3. 880-5884.

## DECEMBER 10, 11

### Holiday Show.

"A Dickens Holiday Festival," performed by CSUSB Chamber Singers and CSUSB Theatre Arts players. Family event featuring music, stories and food. Dec. 10 at 8:15 p.m., Dec. 11 at 2 p.m. Recital Hall. General admission \$10; students \$5; children under 12 \$3. Proceeds benefit Performing Arts Scholarship Fund. 880-5884. 



# Above the Law



*Photos provided by Deborah Daniels*

BY SAM ROMERO, PUBLIC AFFAIRS ASSISTANT

## HER MIND WAS MORE ON MURDER THAN IT WAS ON JUMPING FROM 12,500 FEET— **PARACHUTE OR NOT.**

But five years ago, as she worked her first murder case and talked about skydiving with a news reporter and a friend who worked for the district attorney, the idea began to sound...well, let's say not so totally objectionable to Deborah Daniel. She had, after all, thought about skydiving when she was 18 and

parachutes were round and landing "more intense."

Daniel mostly practices family law out of her Redlands office, but whenever this 1980 CSUSB distinguished alum gets the chance, especially on weekends, she heads down to Perris Airport for a little "relaxation" hanging from a chute



string, swinging in the wind, floating above the fray below.

"I think a lot of people who have high stress jobs find skydiving a good activity because it's relaxing in that it requires total concentration of what you're doing," says Daniel, a 1976 graduate of Cal State with a degree in criminal justice. "For that 60 seconds that you're in the air in freefall, there isn't anything else outside that's intriguing."

The sport draws adventurers from almost every occupation, she says, from teachers to doctors to rocket scientists to skydiving bums who live out of vans and pack parachutes for \$5 a job. In all, Daniel has jumped more than 1,250 jumps. And during the months when the days are long and beautiful, and the weather lets her gaze with wonder upon San Diego or Los Angeles or the Pacific, and maybe a pilot runs a \$99, all-day special, she can put together a fun weekend and rack up 10, 15, or even 20 jumps. Skydiving is about a two- or three-minute ride from plane to planet—so long as you watch your altimeter and open your chute at normal opening altitude, somewhere around 2,000 feet. Down to that point, Daniel says the earth looks small and harmless and "you don't really have a sense of falling."

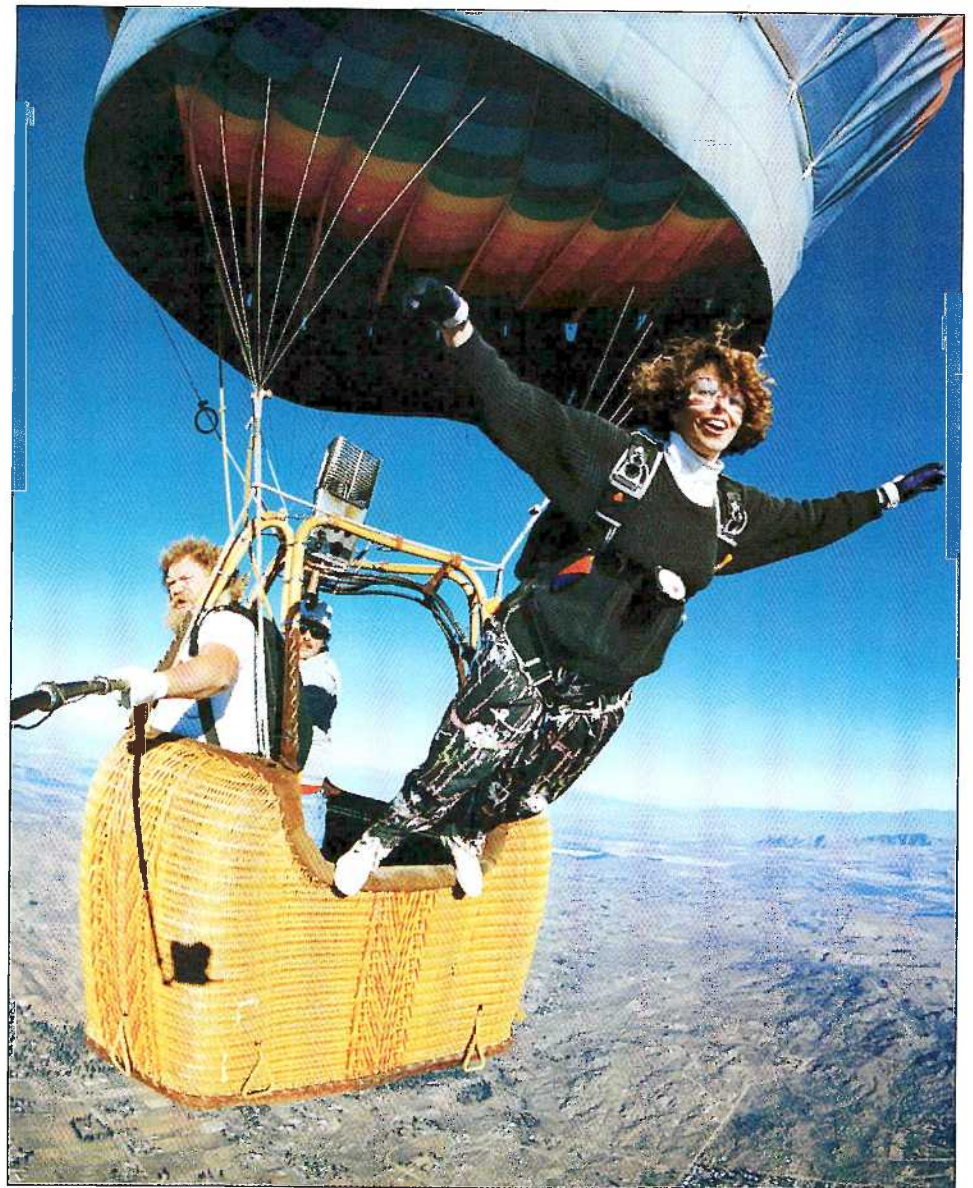
But things change, and soon you begin to experience what divers call "ground rush," which is not a growing enthusiasm for the good earth, but the distinct feeling that the ground is actually coming to greet you—fast—and that being "under canopy" would be very nice about now.

One of Daniel's other head rushes, in fact, came last year when she went to Flachau, Austria. An alternate for the U.S. women's team in the sport of paraskiing, she and her teammates had trained to compete in the world championships in formation skydiving. Unfortunately, not enough countries were into women's paraskiing, and so Daniel's team settled for the thrill of opening and closing ceremonies and just being there.

She was glad for such opportunities.

"It's important to take the time to do the things that you enjoy," she says.

Her philosophy was reinforced two-and-a-half years ago when 16 skydivers were killed in a Perris Airport




**"For that 60 seconds that you're in the air in freefall, there isn't anything else outside that's intriguing."**

crash. Several of the divers were Daniel's good friends. She also knew four of the six survivors, experienced some of the same survivor-guilt they experienced, and thought about how lucky she was. Only two days earlier, Daniel had dived from that same plane flown by the same pilot.

"It's not worth it to become so totally focused on one thing, particularly your career, that you exclude family and friends. Some of my most treasured memories are of the times

spent with the people that I lost."

But the losses have not frightened Daniel away. Nor have the two broken bones she sustained in a landing mishap almost a year ago.

For a few hours or a full weekend—from planes or a hot air balloon—she jumps, leaving behind divorces, legal separations and modifications of support, concentrating, instead, on her dive, her body slicing through the air at a top speed of 120 m.p.h. 





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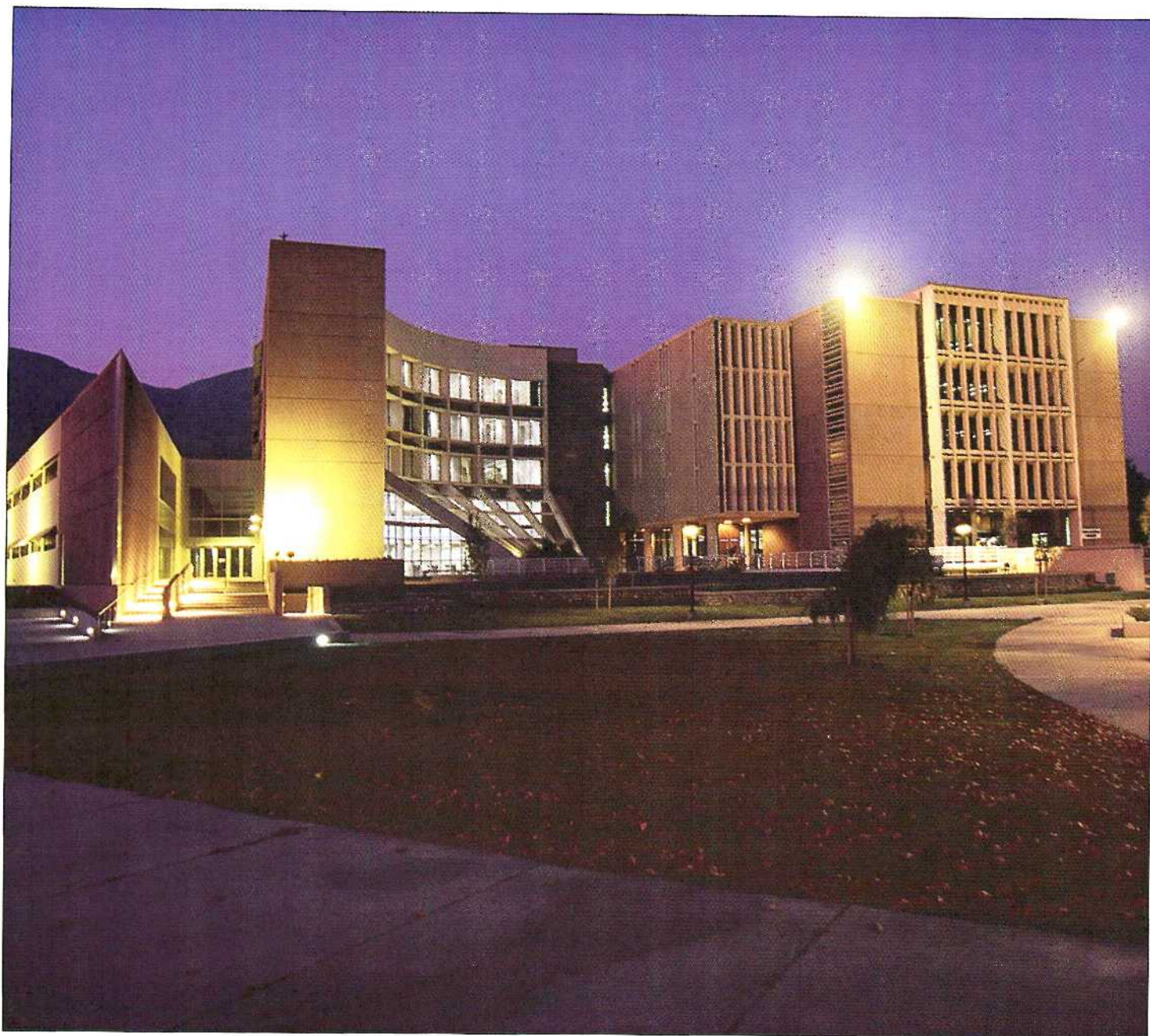
Membership in San Bernardino County Central Credit Union is not available to everyone. However, through special arrangement with California State University, San Bernardino, all members of the Alumni Association and University employees are eligible. And we stand ready to serve you with our competitive savings and loan rates.

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For information regarding Credit Union services and benefits, please call **(909) 881-3355 ext. 295** or **1-800-743-7228 ext. 295**.







*STAGES—If Augustine Birrell were to attend the Sept. 26 noon ribbon-cutting for the new library wing, he'd say the Pfau was yet unfinished. "Libraries are not made," once said the 19th-Century writer. "They grow."*

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*Address correction requested*

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